HIGHLIGHTS

Agency moves 1
The stories behind the major agency moves of the week: Saatchi & Saatchi Co.'s purchase of Backer & Spielvogel came about in part because B&S' leaders sensed that its lack of international offices had become a greater liability than ever. B&S was excluded from major new-business pitches because it did not have overseas offices. Meanwhile, Foote, Cone & Belding Communications, whose New York office has suffered significant account setbacks, has converted those losses into an opportunity to triple its presence in the Big Apple through the acquisition of Leber Katz Partners.

The fear factor 3
Fear of terrorism, sharpened by the U.S. bombing of Libya last week, is changing personal conduct and business practices worldwide, and that includes the advertising and marketing communities.

A taxing situation 3
An Internal Revenue Service ruling limiting the deductibility of packaging costs could have far-reaching implications for package-goods marketers. But food and consumer products companies say they aren't going to go down without a fight.

In the swim 4
After two years without getting near the water, swimwear marketers are diving into the spring sales season with swimsuits tailored to women who have left their teen years behind. Leading manufacturers are catering to women aged 20 to 40 with fashionable one-piece suits that feature figure-contouring darts, silhouette-softening ruffles and high-cut leg openings intended to draw the eye upward, making legs look longer and thighs slimmer.

Powerful medicine 6
Add Ogilvy & Mather—and by the end of this year probably Doyle Dane Bernbach as well—to the rapidly growing ranks of agencies with new, specialized consumer/medical units. Fueled by vast changes in the booming healthcare marketing field, hybrid agencies are being born that specialize in promoting healthcare products and services directly to consumers rather than medical professionals.

Barnyard battle 24
Holly Farms Poultry and Perdue Farms, locked in a feather-flying battle over who has the leanest low-fat chicken, are now squawking over false ad claims.

Scaling up 35
Washington Post executive editor Ben Bradlee is bringing his paper's Sunday magazine out of the bargain basement with a redesigned book he hopes will attract national advertisers. Mr. Bradlee plans a smaller, glossy book to replace the *Post's* current magazine—originally designed for "people who read with their lips," he said, and filled with budget ads.

Nothing to bubble over 86
The once-sparkling champagne category may be going flat as over-all consumption fell slightly last year for the first time in this decade. Early estimates show total champagne/sparkling wine consumption was down almost 2% in 1985. The leveling off was attributed to continued consumption declines of domestic brands, paired with a slowdown in the import segment.

Too much of a good thing? 102
Large-scale fund-raising events such as Live Aid or FarmAid are becoming more common every day. But some ad and tv executives are concerned that the sheer number of these new events, coupled with a fatigue factor, might undermine interest in the fund-raisers.

NEW PRODUCTS

Innovation on the rise 22
Although the number of new-product introductions slumped 7% in 1985, the big marketers have become more innovative. That's the conclusion of Innovation Index, a new-product innovation service of Initiatives Group. The Index indicating level of innovations shows a rise to 16.4% in 1985, up from 9.5% a year earlier.

INTERNATIONAL

Lowe's the best 60
Lowe Howard-Spink Marschalk's outstanding creative work through 1985 in print and tv for clients such as Vauxhall Motors Ltd. (General Motors Corp.), Heineken beer, Toys "R" Us and the British Broadcasting Corp. led to its selection as Advertising Age's International Agency of the Year. In the same section, beginning on Page 63, the Foreign Agency Income Report covers 911 agencies in 71 countries giving information on gross income and billings for 1985 and 1984.

OTHER NEWS

Suncare marketers hope to turn the tables on cosmetics marketers by promoting skin conditioning in ads for tanning and protective products. Page 4.

The emergence of several former prescription allergy remedies on drugstore shelves is prompting more advertising from all major entries in this $125 million segment. Page 26.

ConAgra last week welcomed Campbell-Mithun to its agency roster by assigning the shop its mysterious new brand of premium frozen dinners and a related canned meat line. Page 32.

Channels of Communications in its March issue introduces a new look, courtesy of those busy magazine makeover artists, Walter Bernard and Milton Glaser; an increased frequency, 10 times a year instead of every other month, and a revamped editorial focus on the business of the electronic media. Page 35.

Meredith Corp. is plotting new moves in the magazine market while still digesting its $92 million purchase of *Ladies' Home Journal*—its largest ever—from Family Media. The company will target what it considers a newfound niche in the growing "mature market" with *Grandparents*, slated for a January debut under the *Better Homes & Gardens* umbrella. Page 114.

With President Reagan saluting their "robust" economic health, the nation's radio and tv broadcasters last week expressed little interest in surrendering any financial or regulatory gains. Page 115.

Eastman Kodak Co. says its moving away from its "America" theme with computer animation, lively music and quick-cut editing for its new $35 million campaign introducing improved 35mm film under the Kodacolor VR-G name. Page 119.

Military recruiters apparently are coming up empty-handed in their latest efforts to entice major agencies to challenge shops that hold multi-million-dollar military ad contracts. Page 125.

SPECIAL REPORT

Business publications prosper or suffer with the industries they cover. And as markets become more segmented, the magazines serving those categories target smaller, more defined audiences. Special Report looks at the business press, which reported a 16% increase in ad revenue in 1985 for 139 business publications while ad pages declined 2%.

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BJK&E unit cut by steak house

By SCOTT HUME

Ponderosa has moved the $21 million assignment for its steak house division to Lowe Marschalk, New York, from USAdvertising, the shop spun off from Bozell, Jacobs, Kenyon & Eckhardt, New York.

The shift is the third agency move in little more than a year for Ponderosa and a blow to BJK&E, which had created USAdvertising in order to retain Quaker State Motor Oil and Ponderosa, two accounts put in conflict by the merger (AA, Jan. 20). Kenyon & Eckhardt had the Ponderosa business; Bozell & Jacobs handled McDonald Corp.'s co-op accounts in Atlanta, Chicago, Houston and New Orleans. Earlier this month,

(Continued on Page 124)

Is Kraft returning to freezer?

By JULIE FRANZ

Chicago—Kraft Inc. may be eyeing a spot in grocers' freezer cases.

Food-industry insiders last week speculated that such a plan may be behind Foote, Cone & Belding's abrupt resignation of approximately $10 million in business from Sara Lee Corp.'s Kitchens of Sara Lee unit, assignments the agency concluded were on an inevitable, long-range "collision course" with its estimated $30 million Kraft account.

"The long-term direction of the Kraft Venture Group and the direction of Sara Lee are on a collision course," said Greg Blaine, FCB deputy general

(Continued on Page 120)

West Coast news

New PSA exec holds campaign

Pacific Southwest Airlines, San Diego, has suspended indefinitely a new tv ad drive featuring actor Ned Beatty and has its agency, Della Femina, Travisano & Partners, Los Angeles, at work on a new, less-humorous execution. The move follows the appointment of a new vp-marketing at the carrier, John Siefert, a 23-year veteran of Eastern Air Lines, most recently vp-reservations and telephone sales. Mr. Siefert replaces Bill Roy, who resigned ear-

(Continued on Page 120)

Ogilvy joins consumer-medical ad trend

Healthcare explosion leads to hybrids

By STEWART ALTER

Add Ogilvy & Mather—and by the end of this year probably Doyle Dane Bernbach as well—to the rapidly growing ranks of agencies with new, specialized consumer/-medical units.

Fueled by vast changes in the booming healthcare marketing field, hybrid agencies are being born that specialize in promoting healthcare products and services directly to consumers rather than to their traditional targets: The medical professionals.

O&M is the only agency not to use the affiliation of its medical subsidiary, Rolf Werner Rosenthal, when it formed O&M HealthCare. The new unit became a formal entity this year after an informal startup in '85.

More typically, these units are offshoots of the medical units, which specialize in reaching doctors and other medical professionals, *e.g.*, Medicus Consumer Communications, launched earlier this year by D'Arcy Masius Benton & Bowles' Medicus Intercon.

J. Walter Thompson USA has reorganized and renamed its medical advertising operation, creating J. Walter Thompson Healthcare. It includes both JWT's Deltakos medical agency and a new consumer division.

Vince Trovati, formerly an exec vp-group director of Young & Rubicam's Sudler & Hennessey, has joined as head of the new combined operation, while Robert Belinoff, who has had his own healthcare marketing company, joins to head the new consumer division. Jack Stevens remains in charge of Deltakos.

"There is dynamic change in the industry," said Bert Metter, vice-chairman of JWT USA, to whom healthcare operations report. "Clients are looking for fresh approaches and new thinking."

Said O&M Healthcare senior vp-general manager Doug Bruce, "From a business standpoint, healthcare is going through an enormous growth period. We're seeing companies that never advertised their over-the-counter products starting to do so, and products that were Rx-only now going over the counter."

Arthur Rosen, exec vp-director, Young & Rubicam's Sudler & Hennessey Consumer Group, the first in this field in 1981, gave a few examples of ethical products that had gone otc—Benadryl allergy medication and Benylin cough syrup—and otc products that had begun to advertise for the first time—Mylanta and Maalox antacids.

"To this, one could add dozens," Mr. Rosen added. "We're talking about a phenomenon."

Among other factors fueling the growth of this field, Mr. Rosen mentioned the role of technology in developing new classes of products, such as in-home pregnancy and ovulation tests, and new healthcare delivery systems, such as optical centers and weight-control centers. Another area is Health Maintenance Organizations, which doubled their advertising expenditures in a year to become a $100 million ad category in 1985 (AA, Dec. 30).

And as still another factor, he cited the "growth of patient information as a whole category," meaning companies that are running corporate-type campaigns in which they discuss a condition or disease generally, but stick to Food & Drug Administration guidelines by not mentioning the product they are marketing as the cure.

This approach "doesn't make sense for a tired product or a product with 15% to 20% of the market," said William Castagnoli, president, Medicus Intercon North America, "but when you're really the dominant force, you can expand the market and get a major share of that expansion." Medicus' most notable client in this area is Merrell-Dow's Nicorette, a prescription gum to help people quit smoking; the company runs ads that talk about quitting without mentioning Nicorette.

All of this is expected to lead toward the eventual advertising, direct to consumers, of prescription pharmaceuticals by name. The FDA has encouraged companies to

(Continued on Page 125)

BROADCAST ONLY
$50,000 Best Buy
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Frequency: 4.3
GRPS: 348

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Reach: 74%
$50,000 Broadcast
Reach: 81%

CHRONICLE, BROADCAST MIX
$50,000 Best Buy
Target: Adults 25–54
Reach: 91%
Frequency: 5.7
GRPS: 519

Houston Chronicle
Houston's primary advertising investment.

Sources: 1985 Selden Continuing Market Study, Houston PMSA. Local estimates. Chronicle schedules use 6 ads (4 daily, 2 Sat., 2 Sun.). Broadcast budget: 70% TV, 30% radio. Represented by Sawyer Ferguson Walker. jbr

CORRECTIONS & CLARIFICATIONS

- Ultimus Inc., Chicago, created the freestanding newspaper insert for Miles Laboratories' new Glass Works vinegar-based cleaner (AA, April 7, P. 3).
- Marie Germain, founder and president of Germain Advertising, Toronto, should have been identified on second reference as Ms. Germain (AA, April 7, P. 63).
- Capitalized billings for Hal Langerman, Center Square, Pa., were reported incorrectly by the agency (AA, March 24, P. 100). Its 1985 billings were $5.6 million, up 19.1% from 1984.
- The publisher of *Princess Style* (AA, March 31, P. 60) is Tiffany Communications, Beverly Hills, Cal.
- Western Airlines' series of celebrity-endorsement spots (AA, March 31, P. S-8) was directed by Steve Dollinger of Los Angeles-based Coast Productions.
- Joe Pytka left Rick Levine Productions to form his own company, not the other way around (AA, March 31, P. S-9). Also, Barbara Moscarello's name was misspelled.
- Jack Sheasby is staff director at Swell Pictures in Chicago (AA, March 31, P. S-13), which offers film-to-tape transfer services.

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colors "the dullest, plainest things in the world." So he began the society in 1982.

A column in the university's newspaper turned his efforts into a minor *cause celebre*. "It started as, well, something to do. But then I found that a lot of other people were concerned [about the red candy's plight]. With word of mouth, and some press coverage, it just snowballed."

Today, the nonprofit society boasts a worldwide membership of 390. A $2.97 lifetime membership fee includes: Five sheets of official letterhead, five official envelopes and one official wallet-sized membership card. A newsletter is a possibility.

"The feedback from Mars has been wishy-washy," Hethmon says, although he's pleased Mars sold green and red M&Ms-type candies at Christmas. Still, he'll "stick with it until regular red M&Ms are back."

Cecelia Reed

Weaver's software turns touch of keyboard into patterned softwear

Your clothes may never look the same. Or your sofa. Or your sheets.

Thanks to computer-assisted weaving, artists like New Yorker Lois Bryant can design wilder fabrics than ever before. The artists, in turn, sell their prototypes to the textile industry, which reproduces them for use in fashion and decorating.

Bryant designs for Knoll and SunarHauserman office furniture and Brunschwig & Fils home decorative fabrics. She also teaches one of country's first computer weaving courses at the Parsons School of Design, New York.

Without a personal computer, the 31-year-old weaver explains, designing a pattern means first drawing it by hand on graph paper using little x's. If artists want to see what the pattern will really look like, they must prepare the loom and weave a couple of inches. This can take hours.

With a computer program, however, drawing the design is as simple as punching in *xxx*. For Bryant, who lives and works in a spacious downtown Manhattan loft, her IBM personal computer means more than just a convenient drawing board. It means quick access to hundreds of possibilities.

Normally, each different line of the woven design requires threading through an individual "harness," or screen, attached to a treadle.

These treadles hang like organ pedals under the loom. Although Bryant's loom has 18 treadles, she could only reach about five with ease.

Still, the more treadles, the richer the weave, but more than once, she admits, "The number of treadles would go into my aesthetic decision."

The computer allows her to "press" the equivalent of hundreds of treadles from her keyboard. She has already designed one cloth requiring 200 of them. When she looks at her precomputer work now, she groans, "It's so *simple*." With the new technology, "We're going to see a lot of fancy weaves we didn't see five years ago."

Lenore Skenazy

Anne Adler

Lois Bryant uses a weaver-friendly personal computer to design fabrics. She teaches the art at Parsons in New York.

Beta's presence growing dim in videotape market

In the videocassette recorder format race, VHS is leaving Beta at the gate.

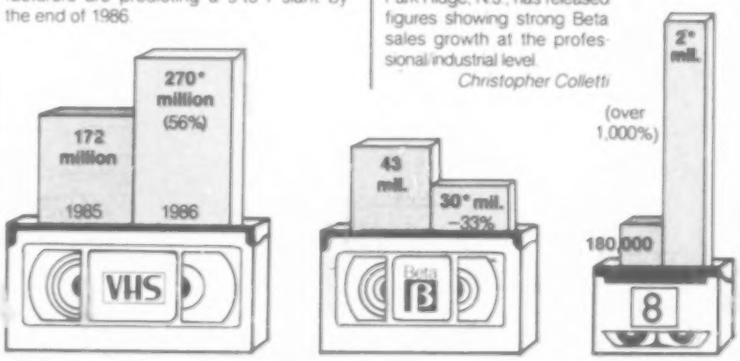
According to reports released from the recent International Tape/Disc Assn.'s annual seminar in Palm Springs, Cal., the consensus was that VHS and 8mm shares of blank videotape sales will continue to grow at the expense of Beta. In 1985, the VHS to Beta ratio was 4-to-1. Tape manufacturers are predicting a 9-to-1 slant by the end of 1986.

Also, sales of 8mm videotapes, introduced in 1984 by Eastman Kodak, Rochester, N.Y., continue to rise at a dramatic rate. Manufacturers who attended the trade seminar, including representatives of TDK Electronics, Tandy Corp., Sony Corp. and BASF Corp., are predicting sales of 2 million units in 1986.

Not surprisingly, video store owners are curtailing their supplies of Beta videocassettes. The nation's largest video rental chain, Portland, Ore.-based National Video, is reorganizing its Beta rentals so only one franchise in each area will handle Beta. The 185-store Network Video chain, based in Sarasota, Fla., has dropped its Beta format and so have others, including Video Paradise, Boston, and Turtles Records and Tapes, Atlanta.

But there are still some Beta fans out there. The magnetic tape division of Sony, Park Ridge, N.J., has released figures showing strong Beta sales growth at the professional/industrial level.

Christopher Colletti



*estimate
1985 figure for 8mm is in thousands
Source: International Tape Disc Association, Advertising Age

Child's play reflects signs of the times: Toys, records deal with abuse, abduction, drugs

You might say it's a sign of the times.

Many toys, games, books and records targeted at kids today have progressed way beyond mere childish diversions. In fact, some of them are downright sobering. A number of marketers have introduced products designed to teach youngsters about such issues as child abuse, drugs and traffic safety.

Playmore, New York, which has sold more than 6 million "It's O.K. to Say No to Drugs" coloring and activity books since 1985, now has added "The Pros Say It's O.K. to Say No to Drugs!"

The coloring books feature such Major League Baseball stars as New York Yankee Dave Winfield.

Tele-Story Products, Chatsworth, Cal., is offering records and audiotapes titled "Straight Talk for Kids" on child abduction, which features Bill Cosby, and "Say No to Drugs & Alcohol," which features Soleil Moon Frye, tv's Punky Brewster.

Fort Lauderdale-based Child Awareness Inc.'s The Child Awareness Game, is a board game in which kids must answer questions about potentially risky situations in order to advance their playing pieces.

Thousands of parents have said yes to buying "It's O.K. to Say No" coloring and activity books for children from Playmore, New York.

Other new products on the market have more to do with parental peace of mind than fun and games: Identibears is a do-it-yourself identification and fingerprint kit from Kamar International, Torrance, Cal. Teddy Tagums from Playline, Northfield, Ill., are child ID tags in the form of blue plastic bears that can be attached to clothing.

When did playtime become so serious?

James P. Forkan

HIT LIST

Currents compiles the nation's current entertainment favorites below.

Movies

1. **Police Academy 3** - Warner Bros. (2 wks.)
2. **The Money Pit** - Universal
3. **April Fool's Day** - Paramount
4. **Gung Ho** - Paramount
5. **Hannah and Her Sisters** - Orion
6. **The Color Purple** - Warner Bros.
7. **Pretty in Pink** - Paramount
8. **Down & Out in Beverly Hills** - Touch
9. **Just Between Friends** - Orion
10. **Sleeping Beauty** - Buena Vista

Provided April 14 by Variety

Books

1. **Fit for Life,** Harvey and Marilyn Diamond, Warner (13 weeks at No. 1)
2. **Bourne Supremacy,** Robert Ludlum, Random House
3. **Callanetics,** Callan Pinckney, Morrow
4. **Bus Nine to Paradise,** Leo Buscaglia, Morrow
5. **Lake Wobegon Days,** Garrison Keillor, Viking
6. **Mammoth Hunters,** Jean M. Auel, Crown
7. **You're Only Old Once,** Dr. Suess, Random
8. **Be Happy Attitudes,** Robert Schuller, Word
9. **Lie Down with Lions,** Ken Follett, Morrow
10. **Seasons of Heart,** Cynthia Freeman, Putnam

Provided April 15 by B. Dalton

Network tv

1. **The Cosby Show** - NBC (23 wks.)
2. **Movie: Return to Mayberry** - NBC
3. **Family Ties** - NBC
4. **Murder, She Wrote** - CBS
5. **Cheers** - NBC
6. **Who's the Boss?** - ABC
7. **60 Minutes** - CBS
8. **Golden Girls** - NBC
9. **Dynasty** - ABC
10. **Moonlighting (tie)** - ABC
10. **Perfect Strangers** - ABC

A.C. Nielsen rankings April 7-13

Videocassettes

1. **Fonda's New Workout** - KLHV (1 wk.)
2. **Return of the Jedi** - CBS/Fox
3. **Beverly Hills Cop** - Paramount
4. **Fonda's Workout** - KLHV
5. **Pinocchio** - Disney
6. **Rambo: First Blood Part 2** - Thorn/EMI/HBO
7. **Silverado** - RCA/Columbia
8. **The Goonies** - Warner Bros.
9. **Best of John Belushi** - Warner Bros.
10. **Fonda's Prime Time** - KLHV

Reprinted from April 19 Billboard

Record albums

1. **Whitney Houston,** Arista (7 weeks)
2. **Heart,** Capitol
3. **5150,** Van Halen, Warner Bros.
4. **Promise,** Sade, Portrait
5. **Falco 3,** Falco, A&M
6. **Pretty in Pink,** soundtrack, A&M
7. **The Ultimate Sin,** Ozzy Osbourne, CBS/Epic
8. **Scarecrow,** John Cougar Mellencamp, Riva
9. **Dirty Work,** The Rolling Stones, Columbia
10. **Brothers in Arms,** Dire Straits, Warner Bros.

Reprinted from April 19 Billboard

Music videos

1. **U.S.A. for Africa (A Salute to 60's Rock),** John Cougar Mellencamp, John Cougar Mellencamp, dir., Riva (2 weeks)
2. **What You Need,** INXS, Richard Lowenstein, dir., Atlantic
3. **Addicted to Love,** Robert Palmer, Terrence Donovan, dir., Island/Atlantic
4. **Harlem Shuffle,** Rolling Stones, Ralph Bashki, dir., Rolling Stones/Columbia
5. **Rough Boy,** ZZ Top, Steve Barron, dir., Warner Bros.
6. **Kiss,** Prince and the Revolution, Rebecca Blake, dir., Paisley Park/Warner
7. **I Can't Wait,** Stevie Nicks, Marty Callner, dir., Modern/Atlantic
8. **These Dreams,** Heart, Jeff Stein, dir., Capitol
9. **This Could be the Night,** Loverboy, Dominic Sena, dir., Columbia
10. **Nikita,** Elton John, Russel Mulcahy, dir., Geffen/Warner Bros.

Top 10 for the week of April 11 as seen on MTV: Music Television.

1986 EDITION

FOREIGN AGENCY INCOME

Y&R group holds on to top spot

By DENNIS CHASE

Young & Rubicam, the biggest agency group in the world for the second year in a row, lengthened its lead over the rest of the pack in 1985.

According to Advertising Age's annual Foreign Agency Income survey of 911 agencies in 71 countries, the Y&R group's 1985 gross income was $536 million, or 11.7% ahead of 1984. The group's billings similarly rose, to $3.58 billion.

Y&R's gross income was $55 million ahead of second-place finisher, the Ogilvy Group, and $63 million ahead of Dentsu, Japan's biggest agency, which finished third. In 1984, Dentsu was supplanted as the world's biggest agency for the first time in 11 years, when Y&R sneaked in by a gross income margin of only $11.6 million.

The strong U.S. dollar in 1985 continued to help U.S. agencies and hurt foreign shops. Also, Dentsu, which leads all agencies in billings, calculates gross income at 13.5% of billings, but Y&R uses 15%.

The Ogilvy Group's strong showing, caused by a 14.3% increase in worldwide billings, moved the group from fourth to second place in the rankings. Much of this gain was attributed to a growth in new business, both in the U.S. and abroad.

New agency combinations also caused a reshuffling. In 1984, D'Arcy MacManus Masius was the 13th-biggest worldwide agency group, and Benton & Bowles was 16th. This year, DMM would have ranked No. 16, and B&B would have been No. 18, if listed separately. Instead, the combined agency ranked No. 9 in 1985.

Bozell, Jacobs, Kenyon & Eckhardt was the 16th-largest agency group in 1985, but separately Bozell & Jacobs would have ranked about No. 22, and Kenyon & Eckhardt would have ranked about No. 27—very close to their 1984 rankings.

Non-U.S. agencies also are making inroads. U.K.-based Saatchi & Saatchi Compton Worldwide moved up one place, to No. 6, overtaking BBDO International.

Saatchi & Saatchi is close to supplanting J. Walter Thompson Co. as the world's fifth-largest agency, and the holding company, Saatchi & Saatchi Co. PLC, this year jumped past the JWT Group in the rankings of holding companies for the first time. Interpublic Group of Cos. remains the world's largest agency holding company, with $707.4 million in gross income, compared with Saatchi's $583.9 million.

GGK Holding, a Swiss-based agency group, also moved into the list for the first time, at No. 45.

The 1986 rankings will reflect further inroads by foreign agencies. The takeover of Dancer Fitzgerald Sample by Dorland Advertising in the U.K., part of the Saatchi & Saatchi group, creates an agency with a gross income of $148 million now. That would have put them No. 18 on the 1985 list, if the takeover had occurred in 1985.

The new Lowe Marschalk Worldwide agency, made up of Lowe Howard-Spink Marschalk Ltd. in the U.K. and the Marschalk Campbell-Ewald foreign network, is expected to make the list of top 50 agency groups in 1986.

Japanese agencies that do not have strong shops outside Japan seem to be suffering because of the slowdown in Japanese advertising expenditures. Hakuhodo, the second-largest agency in Japan, saw gross income grow only $1.2 million, and is in danger of falling behind SSC&B:Lintas.

Similarly, Asatsu and Daiko grew slowly, but Dai-Ichi Kikaku went from 30th to 26th place, largely because of its increased investment in the U.S., Taiwan and Korea.

U.S. agencies with a large percentage of billings abroad did well in 1985. TBWA, with 73.4% of its billings outside the U.S., moved from No. 38 to No. 34. HCM, with 66.9% of its billings abroad, moved up from No. 26 to No. 25 *(see Page 82)*. Both Y&R's and O&M's foreign billings grew faster than their domestic billings last year.

By contrast, agencies with a declining percentage of non-U.S. billings fared less well. Leo Burnett Co.'s share of foreign billings out of its total billings fell from 34.7% to 32%; BBDO International, from 30.5% to 27.3%, and Foote, Cone & Belding, from 26.5% to 24.7%. All of these agencies fell in the rankings in 1985.#

Mr. Chase is the international editor of Advertising Age.

AGENCY INCOME REPORT

World's top 50 ad agency groups in 1985

Rank*		Agency	Gross income	Billings
1.	(1)	Young & Rubicam[1]	536.0	3.58 bill.
2.	(4)	Ogilvy Group[2]	481.1	3.32 bill.
3.	(2)	Dentsu Inc.	473.1	3.62 bill.
4.	(3)	Ted Bates Worldwide[3]	466.0	3.11 bill.
5.	(5)	J. Walter Thompson Co.[4]	450.9	3.01 bill.
6.	(7)	Saatchi & Saatchi Compton Worldwide[5]	440.9	3.03 bill.
7.	(6)	BBDO International[6]	377.0	2.52 bill.
8.	(8)	McCann-Erickson Worldwide[7]	345.2	2.30 bill.
9.	(—)	D'Arcy Masius Benton & Bowles[8]	319.5	2.18 bill.
10.	(9)	Foote, Cone & Belding Communications[9]	284.2	1.90 bill.
11.	(10)	Leo Burnett Co.	269.4	1.87 bill.
12.	(11)	Grey Advertising	259.3	1.73 bill.
13.	(12)	Doyle Dane Bernbach Group[10]	231.8	1.67 bill.
14.	(14)	Hakuhodo International	198.9	1.53 bill.
15.	(15)	SSC&B:Lintas Worldwide[11]	190.9	1.30 bill.
16.	(—)	Bozell, Jacobs, Kenyon & Eckhardt[12]	173.7	1.22 bill.
17.	(17)	Marschalk Campbell-Ewald Worldwide[13]	150.1	1.00 bill.
18.	(21)	Eurocom Group[14]	129.1	866.3
19.	(18)	Needham Harper Worldwide	127.1	847.3
20.	(19)	Dancer Fitzgerald Sample[15]	121.5	879.3
21.	(20)	N W Ayer	114.5	826.4
22.	(22)	Wells, Rich, Greene	97.2	648.1
23.	(24)	Publicis International	80.3	543.5
24.	(25)	William Esty Advertising	76.5	510.0
25.	(26)	HCM	75.0	500.3
26.	(30)	Dai-Ichi Kikaku	67.3	480.8
27.	(27)	Ketchum Communications	62.9	417.5
28.	(28)	Daiko Advertising	58.1	488.3
29.	(29)	Backer & Spielvogel	57.8	385.1
30.	(32)	Tokyu Advertising	52.6	446.8
31.	(33)	C&W Group	51.0	339.9
32.	(36)	Scali, McCabe, Sloves	50.2	334.7
33.	(34)	Campbell-Mithun	49.8	331.8
34.	(38)	TBWA	49.6	330.9
35.	(40)	Roux Seguela Cayzac & Goudard[16]	41.5	286.7
36.	(36)	HBM/Creamer	47.4	318.0
37.	(39)	Ross Roy	46.5	310.0
38.	(—)	Chiat/Day	44.1	294.3
39.	(46)	Belier Group	43.9	293.1
40.	(41)	DYR Worldwide	41.5	286.7
41.	(40)	Tracy-Locke	40.0	272.3
42.	(—)	Geers Gross	38.1	257.0
43.	(42)	Della Femina Travisano & Partners	36.7	245.0
44.	(47)	MPM Propaganda	36.7	146.8
45.	(—)	GGK Holding	35.8	250.1
46.	(50)	Wunderman, Ricotta & Kline	35.3	235.6
47.	(37)	Yomiko Advertising	35.0	257.5
48.	(43)	Leber Katz Partners	33.7	290.6
49.	(45)	Laurance, Charles, Free & Lawson	33.3	235.0
50.	(49)	Asatsu	32.9	257.4

Included in figures

[1]**Young & Rubicam:** Creswell, Munsell, HCM (49%); Stone & Adler; Wunderman, Ricotta & Kline; Sudler & Hennessey; DYR (joint venture with Dentsu); Cato Johnson; Sive Associates; Rives, Smith, Baldwin; Zemp/Y&R

[2]**Ogilvy Group:** O&M Direct Response; Scali, McCabe, Sloves; Rolf Werner Rosenthal; Cole & Weber

[3]**Ted Bates Worldwide:** William Esty Co.; AC&R Advertising; Campbell-Mithun; Diener/Hauser/Bates Co.; McDonald & Little; Sawdon & Bess Advertising; Stern/Walter Earle Ludgin

[4]**J. Walter Thompson Co.:** JWT Group, the agency's holding company, showed world gross income of $572.1 million on billings of $3.82 billion, which included contributions from JWT USA; Brouillard Communications; Thompson Recruitment Advertising; Lord, Geller, Federico, Einstein; Simmons Market Research and Hill & Knowlton.

[5]**Saatchi & Saatchi Compton Worldwide:** includes Saatchi & Saatchi Compton Inc., Saatchi & Saatchi Group U.K.; Rumrill Hoyt; BTD Directory Management; Fairfax; Cochrane Chase, Livingston; Klemtner; McCaffrey & McCall; Irv Koons Assoc.; Mayo Infurna Design; Hoffman York; Kleid Co.; Hay Group (advertising only). The holding company, Saatchi & Saatchi plc, reported world gross income of $583.9 mill. on billings of $3.19 bill.

[6]**BBDO International:** Carsvetta Allen Kimbrough; Waring & LaRosa; Tracy-Locke; Lavey/Wolff/Swift; Doremus & Co.; Quinn & Johnson; Franklin Spier; Frank J. Corbett; MARCOA Direct Advertising; Blair/BBDO; GM DuBois; Hannaford Co.; RC Communications; Telerx Marketing.

[7]**McCann-Erickson Worldwide:** McCann-Erickson is part of the Interpublic Group of Cos., New York, which reported world gross income of $707.4 million on billings of $4.75 billion.

[8]**D'arcy Masius Benton & Bowles:** D'Arcy McManus & Masius merged with Benton & Bowles in mid-year.

Included also are Manning, Selvage & Lee and Medicus Intercon Intl.

[9]**Foote, Cone & Belding Communications:** Lewis, Gilman & Kynett; Albert Frank-Guenther Law; North Castle Partners; Vicom Associates; Deutsch, Shea & Evans; Smith-Hemmings-Gosden.

[10]**Doyle Dane Bernbach Group:** York, Alpern; Cargill, Wilson & Acree; Fletcher/Mayo Associates; Kallir, Philips, Ross; Milici, Valenti, Smith, Park; Bernard Hodes Advertising; Rapp & Collins; Direct Response Group.

[11]**SSC&B:Lintas Worldwide:** Part of Interpublic Group of Cos. (see footnote 7)

[12]**Bozell, Jacobs, Kenyon & Eckhardt:** Bozell & Jacobs, acquired in 1985 by Lorimar Inc., was merged with Lorimar-owned Kenyon & Eckhardt Jan. 2, 1986.

[13]**Marschalk Campbell-Ewald Worldwide:** On Jan. 1, 1986, Lowe Marschalk became the new name of Marschalk Campbell-Ewald, when Marschalk joined with Lowe Howard-Spink, London, an agency until that date linked with Interpublic's Campbell-Ewald. Interpublic has 38.1% ownership in the new network.

[14]**Eurocom Group:** Eurocom, Paris has 51% equity in HCM; 20% in Geers Gross Advertising; 45% of the Belier Group and has affiliation agreements with Boase Massimi Pollitt, London and Norton Publicidade, Sao Paulo.

[15]**Dancer Fitzgerald Sample:** The agency's gross income and billings do not reflect the purchase by Dorland Advertising, which is owned by Saatchi & Saatchi Co., of DFS in 1986.

[16]**Roux Seguela Cayzac & Goudard:** Roux, Seguela, Cayzac & Goudard Group, Paris, includes offices in the U.K., Netherlands, Belgium, Austria, Germany, Switzerland, Italy, Spain, RSCG Export (Saudi Arabia, Ivory Coast, French Caribbean) and RSCG TCB (The Creative Business), London.

*Parentheses indicate 1984 rank. Figures, in millions ($) are based on total equity interest in foreign shops.

Source: compiled by Advertising Age

Agency	City	Gross income 1985	Gross income 1984	Per cent change income	Billings 1985	Billings 1984	Gross income 1985	Billings 1985	Employes 1985	Employes 1984	Employes Per cent change	Number offices
			($000)			($000)	($000; national currency)					
ARGENTINA												**Exchange rate: 1.602 austral**
J. Walter Thompson Argentina	Buenos Aires	4,079.1	1,001.6	N/A	27,195.6	6,677.5	A2,546.3	A 16,976.0	137	137	0.0	1
Gowland Publicidad	Buenos Aires	3,543.6	2,478.0	N/A	14,562.2	9,912.0	2,212.0	9,090.0	84	82	2.0	N/A
Ricardo De Luca Publicidad	Buenos Aires	2,523.2	780.3	N/A	16,821.0	5,202.0	1,575.0	10,500.0	100	105	- 5.0	1
Ortiz Scopesi y Cia.	Buenos Aires	1,957.4	364.2	N/A	11,214.5	2,037.1	1,221.9	7,000.3	74	91	- 19.0	1
Casares, Grey & Asociados	Buenos Aires	1,890.4	635.8	N/A	12,608.7	4,240.8	1,180.0	7,870.6	69	76	- 9.0	2
David Ratto S.A.	Buenos Aires	1,778.2	470.2	N/A	7,644.7	2,025.9	1,110.0	4,772.0	67	79	- 15.0	1
Lautrec Publicidad	Buenos Aires	1,566.8	1,445.0	N/A	6,260.6	5,780.0	978.0	3,908.0	N/A	N/A	N/A	N/A
McCann-Erickson	Buenos Aires	1,334.5	372.8	N/A	8,900.7	2,486.3	833.0	5,556.0	66	63	5.0	N/A
Yuste Publicidad	Buenos Aires	1,310.4	1,286.4	N/A	6,331.1	5,722.3	818.0	3,952.0	56	56	0.0	N/A
Pragma/FCB	Buenos Aires	1,194.3	259.0	N/A	7,966.1	1,727.6	745.5	4,972.6	55	62	- 11.0	1
Leo Burnett-Argentina	Buenos Aires	1,171.1	186.5	N/A	7,764.9	1,244.0	731.0	4,847.0	34	39	- 13.0	1
Verdino Funes Straschnoy & Dreyfus	Buenos Aires	1,236.7	254.6	N/A	4,702.4	1,035.1	772.0	2,935.4	42	40	5.0	1
H.G.S. y Asociados	Buenos Aires	953.2	N/A	N/A	4,766.0	N/A	595.0	2,975.0	18	N/A	N/A	1
Young & Rubicam de Argentina	Buenos Aires	851.3	164.0	N/A	4,822.0	5,149.0	531.4	3,008.9	24	19	26.0	N/A
N W Ayer/Argentina	Buenos Aires	839.6	404.3	N/A	4,661.0	1,664.4	524.1	2,909.5	35	34	3.0	1
Lintas-Argentina	Buenos Aires	815.9	245.1	N/A	6,413.3	1,975.5	509.3	4,003.3	43	46	- 7.0	1
Johnson/B&B de Publicidad	Buenos Aires	809.0	828.2	N/A	4,600.9	4,468.0	505.0	2,872.0	30	28	7.0	1
Cicero/Ted Bates Publicidad	Buenos Aires	594.0	147.4	N/A	4,489.1	1,449.1	370.8	2,802.2	40	48	- 17.0	1
Colonnese y Asociados	Buenos Aires	N/A	N/A	N/A	4,730.7	7,600.0	N/A	1,952.0	49	62	- 21.0	1
AUSTRALIA												**Exchange rate: 0.7284 A dollar**
George Patterson	Sydney	29,000.0	26,000.0	12.0	189,000.0	167,000.0	A$40,000.0	A$260,000.0	446	442	1.0	4
Clemenger Australia	Melbourne	27,526.7	23,349.6	18.0	172,041.6	145,935.2	37,790.6	236,191.1	488	484	1.0	12
Ogilvy & Mather	Melbourne	18,644.0	14,575.3	28.0	124,356.0	97,217.4	25,596.0	170,725.0	452	418	8.0	14
Monahan Dayman Adams	Melbourne	18,064.3	17,515.4	3.0	112,902.0	109,471.3	24,800.0	155,000.0	401	413	- 3.0	N/A
USP Needham	Sydney/Melbourne	15,955.6	13,569.1	18.0	106,425.1	90,573.7	21,905.0	146,108.0	244	249	- 2.0	5
McCann-Erickson	Sydney	15,704.0	13,014.0	21.0	104,746.0	86,803.0	21,559.0	143,799.0	344	347	- 1.0	N/A
DMB&B	Sydney	14,837.0	14,792.0	0.0	97,869.0	97,480.0	20,369.0	134,362.0	316	295	7.0	8
Young & Rubicam	Sydney	14,836.1	12,684.0	17.0	99,176.0	4,602.0	20,368.0	135,871.1	333	250	33.0	4
Fortune Communication Holdings	Sydney	13,220.5	11,472.3	15.0	88,136.4	76,482.0	18,150.0	121,000.0	340	304	112.0	5
Leo Burnett Ltd.	Sydney	10,534.0	10,178.0	3.0	70,225.0	67,886.9	14,461.0	96,441.0	225	232	- 3.0	5
J. Walter Thompson	Sydney/Melbourne	10,002.6	8,561.5	17.0	66,687.1	57,079.8	13,732.2	91,552.8	206	195	6.0	2
Lintas Ltd.	Sydney	7,804.0	5,935.0	31.0	56,972.0	38,858.7	10,714.0	78,216.0	116	117	- 1.0	1
Neville Jeffress Advertising	Sydney	7,648.2	4,377.3	75.0	50,988.0	29,181.9	10,500.0	70,000.0	250	132	89.0	N/A
Foote, Cone & Belding	Sydney	6,048.4	6,486.2	- 7.0	40,342.8	43,267.0	8,303.7	55,385.5	112	111	1.0	3
The Weston Co.	Sydney	5,681.5	2,884.5	97.0	37,876.0	16,024.8	7,800.0	52,000.0	165	65	154.0	5
Saatchi & Saatchi Compton	Melbourne/Sydney	5,080.4	4,495.0	13.0	33,192.2	30,119.3	6,974.7	45,568.6	35	26	35.0	2
Mojo	Sydney	4,210.0	3,980.0	6.0	27,081.0	26,547.0	5,780.0	38,552.0	53	53	0.0	1
Connaghan & May Ayer	Sydney/Melbourne	3,966.1	3,483.9	14.0	23,194.4	20,086.0	5,444.9	31,843.0	71	65	9.0	3
Grey Advertising	Sydney	3,903.7	4,000.1	- 2.0	26,037.8	26,680.6	5,359.3	35,746.8	54	75	- 28.0	1
Doyle Dane Bernbach	Sydney	3,240.7	3,369.6	- 4.0	17,590.9	19,510.9	4,449.0	24,150.0	77	77	0.0	5
DFS Australia	Sydney/Melbourne	3,168.5	2,840.8	12.0	21,123.6	16,024.8	4,350.0	29,000.0	70	52	35.0	2
Magnus Nankervis & Curl	Sydney	2,829.8	2,120.4	33.0	17,686.3	13,252.5	3,885.0	24,281.0	64	45	42.0	N/A
Hertz Walpole Campbell-Ewald	Sydney	2,424.0	1,715.0	41.0	16,168.0	11,439.0	3,328.0	22,198.0	N/A	N/A	N/A	N/A
Thomson White & Partners	Melbourne	2,372.3	1,550.7	53.0	13,249.8	9,739.6	3,258.0	18,190.4	30	27	11.0	2
Dalziel Harper & Grey	Melbourne	1,924.4	1,542.8	25.0	12,836.0	10,290.1	2,642.0	17,622.1	38	36	6.0	2
Pope & Kiernan & Black	Sydney	1,774.7	1,613.9	10.0	11,741.8	11,076.3	2,436.4	16,120.0	32	28	14.0	1
Harris Robinson Courtenay	Sydney/Brisbane	1,629.3	1,489.4	9.0	11,180.9	9,352.7	2,236.8	15,350.0	42	31	35.0	2
Scali, McCabe, Sloves	Melbourne	1,078.7	897.2	20.0	6,201.2	4,605.9	1,480.9	8,513.5	24	25	- 4.0	1
HHCC International	Sydney	508.1	257.2	98.0	3,389.0	1,715.5	697.6	4,652.7	7	6	17.0	1
DYR	Melbourne	451.0	82.0	450.0	2,557.0	533.0	619.8	3,510.4	15	6	150.0	1
Lintas:Dailey	Melbourne	294.0	N/A	N/A	1,665.0	N/A	404.0	2,287.0	5	N/A	N/A	1
AUSTRIA												**Exchange rate: 0.0475 schilling**
GGK Wien	Vienna	2,760.0	2,247.0	23.0	18,406.0	14,986.0	Sch58,100.0	Sch387,500.0	50	42	19.0	1
Demner & Merlicek	Vienna	2,527.0	1,913.3	32.0	16,855.1	13,015.0	53,200.0	354,844.0	39	35	11.0	1
McCann-Erickson	Vienna	2,298.0	2,083.0	10.0	15,328.0	13,894.0	48,387.0	322,741.0	48	43	12.0	N/A
SSC&B:Lintas Vienna	Vienna	2,136.0	2,225.3	- 4.0	16,798.0	16,398.0	44,969.0	353,650.0	39	41	- 5.0	1
Ogilvy & Mather	Vienna	1,539.5	1,176.9	31.0	10,268.3	7,849.8	32,410.0	216,175.0	37	33	12.0	2
Young & Rubicam	Vienna	1,520.0	1,125.0	35.0	10,138.0	7,503.0	31,996.0	213,404.9	38	27	41.0	1
Die Sieber	Vienna	1,458.3	1,249.3	17.0	9,726.5	8,336.3	30,700.0	204,769.0	24	23	4.0	1
Werbeagentur Wirz	Vienna	1,425.0	1,425.0	0.0	9,504.8	9,504.8	30,000.0	200,100.0	15	15	0.0	1
Team Austria	Vienna	1,400.0	1,200.0	17.0	9,400.0	8,300.0	29,700.0	198,100.0	23	22	5.0	1
J. Walter Thompson	Vienna	1,248.0	1,246.0	0.0	8,320.0	8,307.0	26,268.0	175,129.0	26	35	- 25.0	1
R.W. Eggert Werbeagentur	Vienna	1,021.5	926.3	10.0	6,811.5	6,165.5	21,500.0	143,400.0	17	16	6.0	1
Gould, Cargill & Cie.	Vienna	997.5	950.0	5.0	6,697.5	6,365.0	21,000.0	141,000.0	20	20	0.0	1
Doyle Dane Bernbach Werbeagentur	Vienna	940.5	1,063.4	- 12.0	6,274.8	7,087.0	19,800.0	132,100.0	22	22	0.0	1
DMB&B	Vienna	923.3	772.9	19.0	6,156.0	5,153.8	19,437.0	129,600.0	19	19	0.0	1
Grey Austria	Vienna	874.0	712.5	23.0	5,829.6	4,752.4	18,400.0	122,728.0	29	20	45.0	3
Publicis Wien	Vienna	833.0	896.0	- 7.0	7,196.0	7,419.0	17,540.0	151,501.0	21	20	5.0	1
Marketing Studio/FCB	Vienna	584.3	588.1	- 1.0	3,897.0	3,922.3	12,300.0	82,041.0	17	18	- 6.0	1
Dr. Puttner & Bates	Vienna	118.0	107.8	10.0	831.3	707.8	25,000.0	175,000.0	26	28	- 7.0	2
Target Werbung und Verkaufsforderung	Vienna	40.0	38.0	5.0	267.0	253.0	837.0	5,580.0	1	2	- 50.0	1
Campbell-Ewald Werbeagentur	Vienna	16.0	24.0	- 33.0	107.0	160.0	341.0	2,274.0	N/A	N/A	N/A	N/A
BAHRAIN												**Exchange rate: 2.6521 dinar**
Intermarkets-Bahrain	Bahrain	769.1	901.7	-15.0	5,251.2	5,993.7	BD290.0	BD1,980.0	18	22	- 18.0	1

With Argentinian agencies, AA altered its procedure of determining an agency's "real growth" (applying 1985 exchange rates to 1984 returns) because it primarily shows the impact of inflation in that economy. Dollar figures for 1984 are based on the average annual exchange rate (.0289) for that year.

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985	Employes 1985	Employes 1984	Per cent change	Numl offic
BARBADOS												Exchange rate: 0.505 B doll
Corbin Compton	Bridgetown	462.9	472.3	- 2.0	2,940.9	3,122.4	B$916.7	B$5,823.6	14	18	- 22.0	N/A
BELGIUM												Exchange rate: 0.0165 B fra
McCann-Erickson (Belgium)	Brussels	5,908.0	4,490.0	32.0	39,406.0	29,948.0	BF3358,078.0	BF2.39 bill.	130	125	4.0	N/A
DMB&B	Brussels	5,655.4	5,731.6	- 1.0	37,721.4	38,111.4	342,750.0	2.29 bill.	N/A	N/A	N/A	N/A
HHD Ogilvy & Mather	Brussels	5,157.1	4,111.0	25.0	N/A	N/A	312,550.6	N/A	119	93	28.0	1
Lintas Brussels,	Brussels	3,551.0	3,636.0	- 2.0	23,687.0	24,250.0	215,231.0	1.44 bill.	71	77	- 8.0	1
Young & Rubicam Belgium	Brussels	3,271.0	3,090.0	6.0	21,818.0	20,610.0	198,255.0	1.30 bill.	68	71	- 4.0	N/A
Dechy-HCM	Brussels	3,136.7	2,612.3	20.0	20,922.0	17,424.0	190,105.0	1.27 bill.	77	71	8.0	1
J. Walter Thompson	Brussels	3,120.5	2,725.2	15.0	20,804.1	18,169.1	189,119.0	1.26 bill.	54	50	8.0	1
VVL/BBDO Group	Brussels	2,874.0	2,349.0	22.0	19,173.0	15,661.0	174,182.0	1.16 bill.	69	60	15.0	3

Notes to individual listings

GENERAL

Advertising Age encountered problems this year with the worldwide mailing of the questionnaires for the Foreign Agency Income issue. There may be some agencies that didn't receive it and therefore are not listed in this issue. AA will make sure next year that everyone will receive the questionnaire in plenty of time. At the same time, if agencies are not on our mailing list and would like to be listed in next year's issue, please write to Ilse Cermak, Foreign Agency Income editor, 740 Rush St., Chicago, Ill. 60611

Young & Rubicam does not report billings. Figures listed for Y&R billings throughout the charts are AA estimates

ARGENTINA

David Ratto, part of BBDO Intl

Lautrec Publicidad, affiliated with DFS Dorland Worldwide

H.G.S. Asociados, formerly affiliated with N W Ayer

Australia

AUSTRALIA

George Patterson, part of Ted Bates Worldwide. Figures include The Campaign Palace, Jamieson House and Marketforce

Clemenger Australia, part of BBDO Intl

Monahan Dayman Adams consists of offices in Victoria, New South Wales, Western Australia, MDA Mattingly, MDA Direct, MDA Recruitment, Yardley Logan, MDA Maher, Chandler Hambleton Mier, Foster Nunn Loveder and MDA Tasmania

Young & Rubicam figures include Burson-Marsteller

DFS Australia, 50% equity held by DFS Dorland Worldwide

Fortune Communication Holdings, affiliated with DFS Australia

Weston Co., part of Fortune Communication Holdings. Gross income AA estimates

Mojo, DMB&B holds 70% equity in the agency

Magnus Nankervis & Curl merged with Doyle Dane Bernbach March 1, 1986

Hertz Walpole Campbell-Ewald is owned 48% by Interpublic Group of Cos.

Thomson White, part of Clemenger BBDO

Harris Robinson Courtenay, part of Clemenger/BBDO

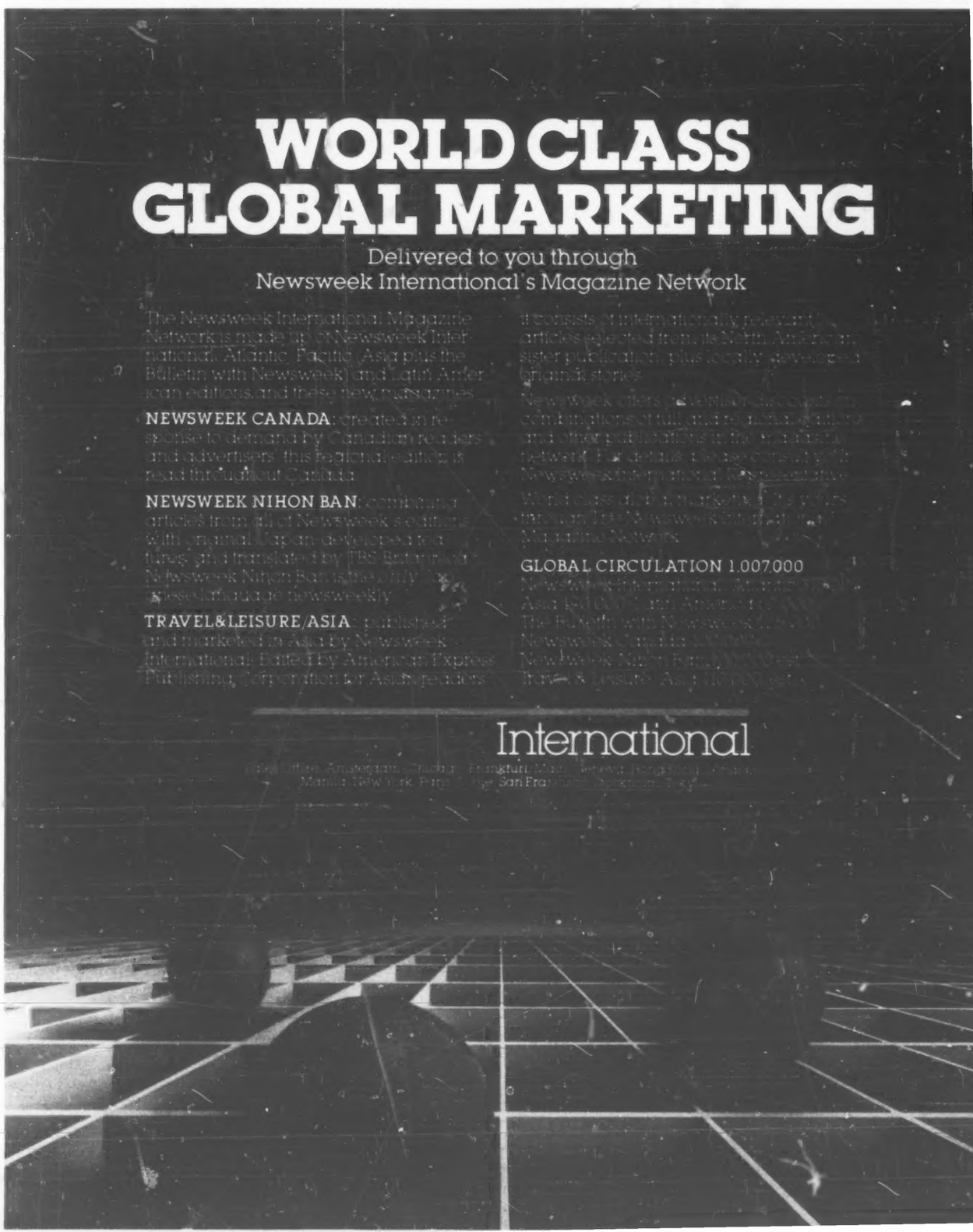
DYR, 1984 billings are AA estimates

AUSTRIA

Ogilvy & Mather, includes figures for O&M Direct

Die Sieber, part of Saatchi & Saatchi

(Continued on Page 67)



1986 EDITION

FOREIGN AGENCY INCOME

BELGIUM-BRITAIN

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Troost Campbell-Ewald	Brussels	2,651.0	2,632.0	1.0	17,682.0	17,555.0	160,651.0	1.07 bill.	63	62	2.0	N/A
Impact-FCB	Brussels	2,447.0	2,254.0	9.0	16,321.3	15,034.1	148,301.5	989,171.0	62	57	9.0	1
DDB	Brussels	2,276.9	1,864.1	22.0	15,186.9	12,435.4	137,994.0	920,420.0	51	43	19.0	1
Publicis	Brussels	2,178.0	1,161.5	1.0	14,520.0	14,438.0	132,000.0	880,000.0	53	55	- 4.0	1
Grey	Brussels	2,145.0	1,942.1	10.0	14,348.9	12,991.8	129,998.0	867,000.0	48	42	2.0	1
RSCG Garbarski	Brussels	1,748.8	1,639.5	7.0	12,088.6	10,820.7	105,994.8	732,690.1	N/A	N/A	N/A	1
HCM Bruxelles	Brussels	1,682.5	2,096.6	- 20.0	11,633.7	14,183.2	102,740.0	705,000.0	40	46	- 15.0	1
Ted Bates	Brussels	1,657.0	1,541.0	8.0	11,058.0	10,846.0	100,473.0	670,155.0	42	41	2.0	1
Partner/SSCW	Brussels	1,653.4	1,425.9	16.0	11,028.3	9,680.0	100,207.0	668,381.0	50	48	4.0	1
Leo Burnett-Belgium	Brussels	1,628.0	1,404.4	16.0	10,855.0	9,987.0	98,674.0	657,860.0	37	34	9.0	1
LVH-Alliance	Brussels	1,561.0	1,405.0	11.0	10,406.6	9,366.9	94,606.0	630,706.6	39	38	3.0	1
TBWA Belgium	Brussels	1,154.0	660.0	75.0	8,012.0	4,537.5	69,951.0	485,576.0	22	16	38.0	1
MCW	Brussels	990.0	825.0	20.0	6,633.0	4,983.0	60,000.0	402,000.0	32	26	23.0	1
Moussault Ayer	Antwerp	461.1	462.2	4.0	3,225.9	3,081.3	29,154.7	197,329.5	14	14	0.0	1
BERMUDA												**Exchange rate: 1.00 B dollar**
Advertising Associates/Compton	Hamilton	445.0	354.0	26.0	3,327.0	2,360.3	445.0	3,327.0	19	22	- 14.0	1
BRAZIL												**Exchange rate: 0.000218 cruzeiro**
MPM Propaganda	Sao Paulo	36,688.5	32,060.7	N/A	146,754.2	128,240.0	Cr168.30 bill.	Cr673.18 bill.	935	927	1.0	13
Alcantara Machado, Periscinoto Comunicacoes	Sao Paulo	31,142.2	30,696.4	N/A	124,568.7	122,785.6	142.85 bill.	571.2 bill.	442	442	0.0	3
Salles/Inter-Americana	Sao Paulo	25,288.0	25,584.0	N/A	101,152.0	102,335.0	116.00 bill.	464.00 bill.	500	487	3.0	3
DPZ-Duailibi Petit Zaragoza	Sao Paulo	19,881.6	16,590.0	N/A	79,352.0	66,500.0	91.20 bill.	364.80 bill.	375	366	2.0	3
J. Walter Thompson Publicidade	Sao Paulo	18,541.8	15,892.8	N/A	123,674.1	105,957.3	85.05 bill.	567.31 bill.	393	378	4.0	2
Standard, Ogilvy & Mather	Sao Paulo	16,911.5	14,939.8	N/A	59,553.5	59,147.3	77.58 bill.	273.18 bill.	402	355	13.0	3
Denison Propaganda S.A.	Sao Paulo	16,568.0	14,063.0	N/A	73,350.2	62,259.9	76.00 bill.	336.47 bill.	285	303	- 6.0	3
McCann-Erickson Publicidade	Sao Paulo	14,268.0	13,580.9	N/A	95,168.0	90,584.7	65.46 bill.	436.55 bill.	366	348	5.0	N/A
Norton Publicidade	Sao Paulo	11,990.0	15,750.0	N/A	47,960.0	63,000.0	55.00 bill.	220.00 bill.	366	393	- 7.0	7
CBBA/Propeg	Sao Paulo	10,905.0	8,295.0	N/A	45,780.0	31,780.0	50.02 bill.	210.00 bill.	375	336	12.0	5
Pao de Acucar Publicidade	Sao Paulo	9,592.0	7,352.1	N/A	31,174.0	39,148.2	44.00 bill.	143.00 bill.	258	227	14.0	10
Young & Rubicam do Brasil	Sao Paulo	9,195.0	6,090.0	N/A	61,331.0	40,369.0	42.20 bill.	281.34 bill.	275	150	83.0	N/A
SGB Publicidade	Rio de Janeiro	6,932.0	4,557.0	N/A	46,213.0	22,785.0	31.80 bill.	211.90 bill.	180	173	4.0	1
SSC&B:Lintas Brasil	Sao Paulo	6,038.4	4,033.1	N/A	27,682.6	17,231.1	27.70 bill.	126.98 bill.	160	156	3.0	1
Lage, Stabel/BBDO	Sao Paulo	5,166.0	4,515.0	N/A	20,666.0	18,511.5	23.70 bill.	94.80 bill.	94	89	6.0	2
Leo Burnett Publicidade	Sao Paulo	3,593.0	3,407.0	N/A	23,957.0	22,713.0	16.48 bill.	109.89 bill.	81	79	3.0	1
Scali, McCabe, Sloves Propaganda	Sao Paulo	1,994.5	N/A	N/A	7,403.3	N/A	9.15 bill.	33.96 bill.	113	N/A	N/A	2
Caio Domingues & Associados	Sao Paulo	1,720.0	1,505.0	N/A	8,521.5	6,839.4	7.89 bill.	39.09 bill.	65	72	-10.0	2
GTM&C	Sao Paulo	1,690.2	1,605.1	N/A	9,836.9	9,431.2	7.75 bill.	45.12 bill.	70	61	15.0	2
GGK Sao Paulo	Sao Paulo	1,624.0	1,540.0	N/A	10,833.0	10,269.0	7.45 bill.	49.69 bill.	44	35	26.0	1
FCB/Siboney Publicidade	Sao Paulo	1,615.2	933.8	N/A	10,773.1	6,230.0	7.41 bill.	49.42 bill.	53	61	- 13.0	1
Esquire Propaganda	Rio de Janeiro	1,082.0	1,918.9	N/A	4,720.0	6,850.0	4.96 bill.	21.65 bill.	46	42	10.0	2
Profissionais de Propaganda Reunidos	Sao Paulo	142.0	N/A	N/A	946.8	N/A	651,129.0	4.34 bill.	7	N/A	N/A	1
BRITAIN												**Exchange rate: 1.2648 pounds**
Saatchi & Saatchi UK	London	74,724.4	60,128.0	24.0	489,730.0	341,622.5	£59,080.0	£387,199.6	1,800	1,500	20.0	N/A
J. Walter Thompson Co.	London	36,000.0	32,300.0	11.0	240,700.0	216,000.0	28,500.0	190,300.0	695	689	1.0	2
Dorland Advertising	London	26,560.0	19,350.0	37.0	177,000.0	129,000.0	21,000.0	140,000.0	500	365	37.0	1
DMB&B	London	23,511.0	29,288.0	- 20.0	156,792.0	208,352.0	18,589.0	123,966.0	465	637	- 27.0	1
Ogilvy & Mather	London	21,991.3	19,284.1	14.0	141,320.2	124,073.4	17,387.2	111,733.3	364	342	6.0	1
McCann-Erickson	London	19,382.0	14,889.0	23.0	129,278.0	99,310.0	15,324.0	102,211.0	351	293	20.0	N/A
Boase Massimi Pollitt	London	18,972.0	16,189.4	17.0	107,887.4	97,263.0	15,000.0	85,300.0	240	204	18.0	1
Young & Rubicam	London	18,481.5	14,238.5	30.0	122,862.7	99,139.7	14,612.2	97,140.0	551	460	20.0	N/A
Grey Advertising	London	15,784.0	10,573.7	49.0	105,284.0	70,526.8	12,480.0	83,241.6	186	153	22.0	1
KMP Humphreys Bull Barker	London	15,178.0	4,856.2	69.0	101,184.0	35,287.9	12,000.0	80,000.0	221	N/A	N/A	1
Collett, Dickenson, Pearce	London	14,657.0	12,296.3	19.0	99,033.8	86,230.0	11,588.4	78,300.0	220	219	1.0	1
Ted Bates Ltd.	London	14,459.2	12,554.4	15.0	81,579.6	79,808.9	11,432.0	64,500.0	226	233	- 3.0	1
Davidson Pearce	London	14,337.8	12,223.9	17.0	95,585.0	81,492.0	11,336.0	75,573.0	213	205	4.0	1
Geers Gross Advertising	London	14,100.0	13,500.0	4.0	87,000.0	85,600.0	11,147.5	68,782.2	N/A	N/A	N/A	2
Foote, Cone & Belding	London	13,121.8	14,246.6	- 8.0	87,522.3	95,024.8	10,374.6	69 198.5	252	339	- 26.0	2
Lowe Howard-Spink Campbell-Ewald	London	12,620.0	10,952.0	15.0	84,175.0	73,050.0	9,978.0	36,553.0	N/A	N/A	N/A	N/A
Charles Barker	London	12,398.2	11,597.6	7.0	82,654.7	77,317.2	9,802.5	65,350.0	675	633	7.0	6
Wight Collins Rutherford Scott	London	11,952.3	8,309.7	44.0	79,682.0	55,398.2	9,450.0	63,000.0	165	120	38.0	1
Leo Burnett Ltd.	London	11,343.0	12,600.0	- 10.0	75,622.0	84,003.0	8,968.0	59,730.0	200	242	- 18.0	1
Lintas	London	11,005.0	8,813.1	25.0	83,209.0	63,565.0	8,701.0	65,788.0	211	203	4.0	4
Doyle Dane Bernbach Ltd.	London	10,750.8	11,572.9	- 7.0	71,334.7	77,152.8	8,500.0	56,400.0	243	244	0.0	2
Royds Advertising	Manchester	9,656.7	8,025.2	20.0	64,378.3	53,501.0	7,635.0	50,900.0	247	222	11.0	2
Allen Brady and Marsh	London	9,624.5	12,170.5	- 21.0	64,163.3	81,136.9	7,609.5	50,730.0	192	277	- 31.0	1
Abbott, Mead, Vickers/SMS	London	8,837.2	5,701.3	55.0	63,265.3	41,189.4	6,987.0	50,020.0	118	106	11.0	1
McCormick Publicis	London	8,651.0	7,652.0	13.0	57,675.0	50,971.0	6,840.0	45,600.0	172	177	- 3.0	2
Allen Brady & Marsh	London	8,292.0	10,925.5	- 24.0	54,601.8	66,323.1	6,556.0	43,170.3	197	244	- 19.0	1
AAP Ketchum Ltd.	London	7,727.9	5,832.8	32.0	51,519.0	38,885.0	5,944.5	39,630.0	93	101	- 8.0	1
BBDO	London	6,830.0	5,439.0	26.0	57,295.0	52,110.0	5,400.0	45,300.0	89	86	3.0	1
Moxon, Dolphin & Kerby	London	6,641.5	5,765.0	15.0	27,699.1	23,019.4	5,251.0	21,900.0	62	56	11.0	1
TBWA	London	6,333.0	4,951.7	28.0	42,223.0	33,011.3	5,007.2	33,383.0	67	67	0.0	1
Reeves Robertshaw Needham	London	6,116.6	4,679.8	31.0	41,608.1	31,220.3	4,836.0	32,897.0	102	82	24.0	2
Gold Greenlees Trott	London	5,944.6	4,047.4	47.0	37,311.6	23,525.3	4,700.0	29,500.0	102	71	43.0	N/A
Cogent Elliott	London	5,691.6	4,363.6	30.0	37,944.0	29,090.4	4,500.0	30,000.0	130	100	30.0	N/A

1986 EDITION

FOREIGN AGENCY INCOME

BRITAIN

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Valin Pollen	London	5,596.7	3,832.3	46.0	37,311.6	25,549.0	4,425.0	29,500.0	145	102	42.0	1
Chetwynd Haddons	London	5,023.9	3,831.1	31.0	31,999.4	24,281.0	3,972.1	25,300.0	N/A	95	N/A	N/A
Woodyer Hutson & Chapman	London	4,837.9	4,553.3	6.0	32,252.4	30,355.2	3,825.0	25,500.0	46	50	- 8.0	N/A
HCM Horner Collis & Kirvan	London	4,831.0	3,060.0	58.0	41,485.4	25,738.7	3,820.0	32,800.0	76	50	52.0	1
Yellowhammer Advertising	London	4,667.1	3,244.2	44.0	31,114.1	21,628.1	3,690.0	24,600.0	89	68	31.0	1
Bartle Bogle Hegarty	London	4,430.0	3,162.6	40.0	29,720.0	20,490.0	3,500.0	23,500.0	55	41	34.0	1
Fletcher, Shelton, Delaney	London	3,951.2	3,437.7	15.0	23,272.3	21,881.0	3,124.0	18,400.0	45	52	- 13.0	1
Colman RSCG	London	3,934.8	3,497.6	13.0	28,155.7	23,958.6	3,112.4	22,271.2	N/A	N/A	N/A	1
LansdownEuro	London	3,035.5	2,909.0	4.0	20,237.8	19,394.6	2,400.0	16,000.0	57	55	4.0	1
Leagas Delaney Partnership	London	2,844.5	2,198.2	29.0	18,972.0	14,671.7	2,249.0	15,000.0	56	64	- 13.0	1
Butler Dennis Garland Kenyon & Eckhardt	London	2,824.5	2,968.5	- 5.0	17,611.0	18,510.3	2,233.2	13,923.7	65	68	- 4.0	1
ARC-Everett's	London	2,681.4	2,694.0	0.0	17,884.8	17,969.1	2,120.0	14,140.4	66	75	- 12.0	1
Garratt Baulcombe Associates	Nottingham	2,641.8	2,773.3	- 5.0	17,621.6	18,498.1	2,088.7	13,931.8	101	125	- 19.0	2

Notes

(Continued from Page 65)

Compton Worldwide
Team Austria, part of BBDO Intl
Gould Cargill & Co., part of Grey International, acquired in 1985
Dr. Kossdorff & Partner, affiliated with Needham Harper Worldwide, which holds 6% equity
Target Werbung, part of J. Walter Thompson Co.

BELGIUM

HHD Ogilvy & Mather, billings figures not supplied
Young & Rubicam figures include Wunderman and Burson-Marsteller
Partner/SSCW, part of Saatchi & Saatchi Compton Worldwide
MCW, affiliated with Bozell, Jacobs, Kenyon & Eckhardt

BRAZIL

Norton Publicidade, affiliated with Eurocom International
CBBA/Propeg, affiliated with J. Walter Thompson Co.
Young & Rubicam figures include Cato-Johnson and Burson-Marsteller
SGB Publicidade, affiliated with Saatchi & Saatchi Compton Worldwide
Scali, McCabe, Sloves was not owned by Ogilvy & Mather/SMS in 1984
Esquire, affiliated with DFS Dorland Worldwide
Standard Ogilvy & Mather also shows agencies for direct response, promotions and public relations in Sao Paulo for a total 1985 gross income of $2,322,000 and billings of $12,055,485

BRITAIN

Saatchi & Saatchi Group UK includes Garrison Cowley, RPG Gloucester, Acme Media, Sales Promotion Agency, Downton, Crawford Halls and Grandfield Rork Collins. Dorland Advertising and KMP Humphreys Bull & Barker are listed separately
J. Walter Thompson Co. has an office in Manchester
Ogilvy & Mather Intl. figures would have increased by $7,039,800 (gross income) and $34,479,800 (billings) if O&M Direct, O&M Public Relations, Kingsway Media Services, O&M Intl Media, Creative Services Unit and Foster, Turner & Benson would have been included in the total
Chase Massimi Pollitt 1985 and 1984 gross income figures are AA estimates
Young & Rubicam would have shown 1985 gross income of $24,642,100 and billings of $163,984,600 if Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller had been included in the totals
Pollett, Dickenson, Pearce is part of Luxembourg-based CDP International SA
Davidson Pearce 1985 and 1984 gross income figures are AA estimates
Others Gross Advertising figures do

(Continued on Page 71)

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BusinessWeek
A FRESH START FOR EUROPE
Cheaper oil is only part of it. A new breed of executive is already propelling the Continent out of the economic doldrums. Freed from past dogmas, thriving on risk and fresh investment, they are reviving old companies and putting their stamp on new ventures. The critical question: Can business and government put it all together this time?

COMPARISON CHART

		BUSINESS WEEK INTERNATIONAL	ECONOMIST	FINANCIAL TIMES	FORTUNE INTERNATIONAL	INTERNATIONAL HERALD TRIBUNE	INTERNATIONAL MANAGEMENT	WALL STREET JOURNAL
SENIOR EXECUTIVES								
European Businessman Readership Survey	✓	$.32	$.69	$.89	$.62	$9.02	$.41	$2.65
Pan European Survey III	✓	$.14	$.24	$.40	$.23	$2.11	$.15	$6.00
International Financial Managers in Europe Readership Survey	✓	$10.42	$16.94	$29.01	$17.93	$258.93	$21.29	$38.33
Asian Businessman Readership Survey	✓	$.14	$.26	n.a.	$.22	$1.14	n.a.	$.40
CHIEF EXECUTIVES								
European Businessman Readership Survey	✓	$1.20	$2.83	$4.07	$2.12	$27.36	$1.50	$9.06
Pan European Survey III	✓	$.84	$1.41	$2.90	$1.32	$13.72	$1.35	$6.00
International Financial Managers in Europe Readership Survey	✓	$93.65	$209.25	$372.09	$123.59	$1,715.43	$219.27	$292.63
Asian Businessman Readership Survey	✓	$.37	$.64	n.a.	$.62	$3.05	n.a.	$1.06
Chief Executives in Europe Readership Survey	✓	$8.26	$17.25	$29.47	$14.79	$161.93	$14.89	$29.12

COST EFFICIENCIES based on Full Page 1986 EUROPE EDITION rates where available (except for ABRS which is based on ASIA EDITION rates where available).
RATES based on U.S. $ RATE CARDS (except INTERNATIONAL MANAGEMENT which is based on $2.09 U.S./Swiss Francs).
Figures based on 4/color cost per reader.

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INTERNATIONAL BusinessWeek

986 EDITION

FOREIGN AGENCY INCOME

BRITAIN-COLOMBIA

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Kirkwood Alliance	London	2,272.0	1,941.0	17.0	14,123.0	11,491.0	1,796.0	11,166.0	32	36	- 11.0	1
GGK London	London	2,024.0	1,518.0	33.0	13,407.0	10,118.0	1,600.0	10,600.0	50	40	25.0	1
Ogilvy & Mather Partners	London	1,987.8	1,712.8	16.0	12,970.7	11,121.1	1,571.7	10,255.1	25	32	- 22.0	1
Aspect, Hill, Holliday	London	1,853.4	2,270.2	- 18.0	12,362.2	15,142.2	1,465.3	9,773.6	80	40	100.0	1
McCann-Erickson Harrison Advertising	London	1,821.0	3,146.0	- 42.0	12,146.0	20,984.0	1,440.0	9,605.0	23	36	- 36.0	N/A
Anderson & Lembke	London	1,400.0	1,200.0	17.0	8,600.0	7,900.0	1,107.4	6,802.6	N/A	N/A	N/A	1
Primary Contact	London	1,372.3	1,318.9	4.0	8,340.4	7,892.2	1,735.7	10,548.9	60	64	- 6.0	1
Ogilvy & Mather Scotland	Glasgow	1,340.9	1,253.1	7.0	8,433.2	7,809.0	1,060.2	6,667.7	43	37	16.0	3
Intermarkets Europe	London	341.5	336.4	2.0	2,403.1	2,327.2	270.0	1,900.0	14	11	27.0	1
CANADA											**Exchange rate: 0.7405 C dollar**	
Foster Advertising	Toronto	18,918.2	15,529.7	22.0	126,184.4	102,583.1	C$25,547.9	C$170,404.3	511	N/A	N/A	N/A
J. Walter Thompson	Toronto	18,907.0	18,514.0	2.0	126,047.0	123,427.0	25,533.0	170,220.0	420	417	1.0	4
MacLaren Advertising	Toronto	17,772.0	18,105.2	- 2.0	118,480.0	120,701.5	24,000.0	160,000.0	N/A	N/A	N/A	N/A
McKim Advertising	Toronto	17,623.9	16,600.0	16.0	151,062.0	144,693.7	23,800.0	204,000.0	390	379	3.0	N/A
Ogilvy & Mather	Toronto	17,154.0	14,406.4	19.0	114,414.0	96,099.1	23,165.0	154,509.0	327	274	19.0	10
Young & Rubicam	Toronto	13,842.0	11,251.0	23.0	92,326.0	75,043.0	18,705.0	124,640.0	265	225	18.0	3
Vickers & Benson	Toronto	11,551.8	10,104.7	14.0	77,012.0	65,904.5	15,600.0	104,000.0	290	277	10.0	N/A
Baker Lovick	Toronto	11,535.6	11,039.7	4.0	76,942.5	73,634.9	15,578.2	103,906.2	235	223	5.0	6
McCann-Erickson Canada	Toronto	10,357.0	10,257.0	1.0	69,081.0	68,414.0	13,986.0	93,287.0	198	205	- 3.0	N/A
Cossette Communication-Marketing	Montreal	10,052.3	9,571.8	5.0	67,015.3	63,811.8	13,575.0	90,500.0	245	225	9.0	4
Ronalds-Reynolds & Co.	Toronto	9,271.0	9,750.0	- 5.0	58,620.0	49,842.0	12,520.0	79,164.0	211	206	2.0	3
Saffer Cravit & Freedman	Toronto	8,515.8	6,516.4	31.0	62,202.0	48,132.5	11,500.0	84,000.0	170	N/A	N/A	N/A
Saatchi & Saatchi-Compton Hayhurst	Toronto	8,330.6	8,034.0	4.0	66,645.0	66,300.0	11,250.0	90,000.0	149	141	6.0	3
Leo Burnett Co.	Toronto	8,150.0	7,770.0	5.0	54,336.0	51,797.0	11,006.0	73,377.0	158	146	8.0	2
Ted Bates Advertising	Toronto	7,835.0	6,643.0	18.0	52,265.0	44,583.0	10,580.0	70,580.0	156	141	11.0	2
Grey Advertising	Toronto	6,786.7	5,479.7	24.0	45,267.2	36,549.6	9,165.0	61,120.6	129	114	13.0	2
Foote, Cone & Belding	Toronto	5,227.7	5,173.8	1.0	34,868.5	34,509.3	7,059.6	47,087.7	92	115	- 20.0	1
D'Arcy Masius Benton & Bowles Canada	Toronto	4,985.0	4,159.8	20.0	35,638.6	28,551.9	6,732.0	48,127.8	100	87	15.0	N/A
Scali, McCabe, Sloves—Canada	Toronto	4,722.9	3,329.9	43.0	30,748.9	23,396.8	6,448.6	41,983.7	106	64	66.0	2
Grant Tandy	Toronto	4,347.1	4,038.3	8.0	28,981.0	26,922.3	5,870.5	39,137.1	75	77	- 3.0	3
R.T. Kelley	Hamilton/Toronto	3,112.3	3,036.0	3.0	20,652.0	19,560.5	4,203.0	27,889.3	74	84	- 12.0	2
Publim	Quebec	2,843.5	1,984.5	43.0	17,772.0	12,440.4	3,840.0	24,000.0	42	32	31.0	2
Kert Advertising	Toronto	2,640.0	2,441.4	8.0	18,200.0	17,773.0	3,564.0	24,578.0	46	46	0.0	3
Doyle Dane Bernbach	Toronto	2,608.2	2,654.0	- 2.0	17,179.9	17,053.4	3,522.2	23,200.3	56	51	10.0	1
Ambrose, Carr, De Forest & Linton	Toronto	2,567.5	2,345.6	9.0	17,586.9	16,068.1	3,467.2	23,750.0	40	40	0.0	1
Ian Roberts	Toronto	2,471.3	2,033.2	22.0	16,533.8	13,811.0	3,337.4	22,327.9	54	46	17.0	4
Francis, Williams & Johnson	Calgary	2,400.0	1,930.0	24.0	16,300.0	12,700.0	3,300.0	22,000.0	76	65	17.0	3
Needham Harper of Canada	Toronto	2,150.0	2,460.5	- 13.0	14,348.2	20,513.0	2,905.0	19,376.4	55	53	4.0	1
SSC&B:Lintas	Toronto	2,123.5	1,423.6	49.0	14,163.5	9,495.5	2,867.6	19,127.9	48	31	55.0	1
Enterprise Advertising Associates	Toronto	1,942.0	2,220.0	- 13.0	12,947.0	14,800.0	2,622.0	17,480.0	35	30	17.0	2
Leveille, Benton & Bowles	Montreal	1,562.5	1,263.3	24.0	11,144.5	8,445.4	2,110.0	15,050.0	38	32	19.0	1
BrandAid	Toronto	1,480.0	N/A	N/A	2,580.0	N/A	2,000.0	17,000.0	8	N/A	N/A	1
Grey Ronalds Smith	Toronto	1,325.5	1,420.6	- 7.0	8,841.0	9,475.7	1,790.0	11,939.3	22	24	- 8.0	2
Campbell-Ewald (Canada)	Toronto	1,213.0	858.0	41.0	8,091.0	5,723.0	1,638.0	10,925.0	23	14	64.0	N/A
Bozell, Jacobs, Kenyon & Eckhardt	Toronto	1,174.8	958.2	23.0	8,886.0	6,294.3	1,586.5	12,000.0	25	21	19.0	2
Cardon, Rose	Toronto/Montreal	1,013.0	947.8	7.0	6,146.0	5,924.0	1,369.0	8,300.0	19	N/A	N/A	2
Paul, Phelan and Perry	Toronto	844.2	644.2	31.0	5,627.8	4,294.9	1,140.0	7,600.0	20	20	0.0	2
Germain Advertising	Toronto	433.2	266.6	62.0	2,888.0	1,772.0	585.0	3,900.0	12	10	20.0	1
CHILE											**Exchange rate: 0.0068 peso**	
J. Walter Thompson Chilena	Santiago	2,371.3	1,563.7	52.0	15,809.1	10,425.1	Ps348,713.3	Ps2.32 bill.	130	109	19.0	1
McCann-Erickson (Chile)	Santiago	1,450.0	833.0	74.0	9,672.0	5,556.0	213,304.0	1.42 bill.	65	57	14.0	N/A
Publiart/BBDO	Santiago	1,369.5	925.8	48.0	9,130.1	6,168.4	201,399.5	1.34 bill.	55	52	6.0	1
Azocar, Morrison, Walker	Santiago	1,020.6	735.1	39.0	6,807.2	4,903.3	150,081.3	1 bill.	40	35	14.0	1
SSC&B:Lintas Worldwide	Santiago	925.0	789.4	17.0	6,169.5	5,265.6	136,024.0	907,279.3	66	61	8.0	1
Promoplan	Santiago	883.4	686.9	29.0	5,453.0	4,581.8	129,909.1	801,908.3	63	61	3.0	1
Grey Chile	Santiago	642.6	516.0	25.0	4,286.3	3,442.0	94,502.6	630,332.4	43	42	2.0	1
Northcote/Ogilvy & Mather	Santiago	642.6	334.2	92.0	4,284.0	2,229.2	94,500.0	630,000.0	43	30	43.0	1
Young & Rubicam de Chile	Santiago	506.0	391.0	29.0	3,375.0	2,610.0	74,412.0	496,327.5	37	33	12.0	1
Porta Publicidad	Santiago	491.9	225.8	117.0	3,281.3	1,505.8	72,332.0	482,454.0	27	18	50.0	1
Epoca/Ted Bates	Santiago	452.5	367.3	23.0	3,018.1	2,450.0	66,542.7	443,839.8	27	27	0.0	1
Israel & de Bianchi	Santiago	431.5	326.7	32.0	2,883.3	2,178.9	63,450.0	423,021.0	34	28	21.0	1
Leo Burnett Co.-Chile	Santiago	415.0	270.0	54.0	2,764.0	1,800.6	60,959.0	406,414.0	34	32	6.0	1
Hermosilla, Zegers	Santiago	395.0	245.0	61.0	2,635.0	1,635.0	58,110.0	387,594.0	28	26	8.0	1
Baumlis Publicidad	Santiago	111.6	75.3	48.0	624.3	276.2	16,415.5	91,813.9	14	12	17.0	1
Martel Publicidad	Santiago	49.4	41.0	20.0	777.7	614.5	7,262.9	114,364.8	24	24	0.0	1
COLOMBIA											**Exchange rate: 0.0079 peso**	
Leo Burnett Colombia	Bogota	2,377.0	2,668.9	- 10.0	15,846.0	17,793.6	Ps300,863.0	Ps2.00 bill.	119	130	- 8.0	1
Atenas/BBDO	Bogota	2,145.1	1,373.3	56.0	10,883.0	7,974.8	271,539.0	1.38 bill.	85	81	5.0	1
Atlas Publicidad	Bogota	2,117.2	1,698.5	25.0	12,155.7	11,329.4	268,000.0	1.79 bill.	129	120	8.0	1
McCann-Erickson (Colombia)	Bogota	1,952.0	1,886.0	3.0	13,020.0	12,580.0	247,091.0	1.65 bill.	82	88	- 7.0	N/A
Puma Compton Colombia	Bogota	1,757.0	1,611.8	10.0	7,346.0	7,326.4	222,405.1	929,873.4	67	65	4.0	2
G. Meza & Ted Bates	Bogota	1,338.4	957.6	40.0	8,927.0	6,386.9	169,415.0	1.13 bill.	70	65	8.0	1
Centrum	Bogota/Cali	1,248.0	1,066.5	17.0	6,400.0	5,925.0	158,000.0	810,000.0	72	85	- 15.0	2
Esfera Publicidad	Bogota	963.8	600.4	61.0	4,826.9	3,002.0	122,000.0	611,000.0	51	42	21.0	1
Jaime Uribe & Asociados	Medellin	951.1	721.5	32.0	6,340.7	4,809.9	120,393.0	802,620.0	45	45	0.0	1
Contacto Publicidad	Bogota/Cali-Valle	876.9	855.6	2.0	5,850.0	5,703.8	111,000.0	740,000.0	N/A	60	N/A	2
Publicidad Artefilme	Cali	530.3	510.7	4.0	3,537.3	3,406.2	67,131.0	447,764.0	20	18	11.0	1

1986 EDITION

FOREIGN AGENCY INCOME

COSTA RICA
CYPRUS

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Per cent change	Number offices
COSTA RICA												**Exchange rate: 0.0192 colon**
Alberto H. Garnier	San Jose	1,152.7	878.4	31.0	5,220.6	3,808.5	C60,037.3	C271,905.3	99	98	1.0	1
McCann-Erickson Centroamericana	San Jose	997.0	692.0	44.0	6,650.0	4,616.0	51,937.0	346,420.0	41	38	8.0	N/A
FCB/Siboney	N/A	303.6	292.5	4.0	2,024.9	1,950.7	15,811.8	105,465.0	25	23	9.0	1
APCU de Costa Rica	San Jose	235.2	215.2	9.0	1,568.1	1,434.6	12,250.0	81,670.8	17	14	21.0	1
CURACAO												**Exchange rate: 0.5586 florin**
R.J. Dovale Advertising	Willemstad	296.5	287.2	3.0	1,218.5	1,267.3	FL530.8	FL2,181.1	15	15	0.0	1
CYPRUS												**Exchange rate: 1.77 C pound**
Impact/BBDO International	Nicosia	3,900.0	3,600.0	8.0	29,800.0	28,200.0	C£2,203.5	C£16,837.0	108	115	- 6.0	5

Notes

(Continued from Page 67)

not include GG, New York

Lowe Howard-Spink Campbell-Ewald, the agency's name was changed in October, 1985, to Lowe Howard-Spink Marschalk Ltd. The worldwide network is called Lowe Marschalk Worldwide, in which the Interpublic Group of Cos. holds 38.3% equity

Charles Barker Group would have shown 1985 gross income of $26,100,000 and billings of $172,100,000 if Charles Barker Human Resources, Charles Barker Lyons, Owen Wade Delmonte, Rapier Services and Charles Barker Black & Gross had been included in the totals

SSC&B:Lintas figures include SSC&B:Lintas Overseas, Presight and Spectrum

Moxon, Dolphin & Kerby, part of Ted Bates Worldwide

Woodyer Hutson & Chapman gross income figures for both years are Advertising Age estimates. The agency is part of Bozell, Jacobs, Kenyon & Eckhardt Fletcher, Shelton, Delaney, which is part of Ted Bates Worldwide

LansdownEuro, part of J. Walter Thompson Co.

ARC Everett's, part of Grey Advertising

Garratt Baulcombe, part of Foote, Cone & Belding

Primary Contact, part of Ogilvy & Mather Intl

Figures for Royds London/Manchester, Yellowhammer, Valin Polin and Cogent Elliott are AA estimates

CANADA

Carder Gray, which purchased a portion of Vickers & Benson/Ayer and operates under its own name, did not wish to release financial information

MacLaren Advertising gross income figures for both years are AA estimates

Young & Rubicam figures include Wunderman and Burson-Marsteller

Vickers & Benson gross income figures for both years are AA estimates

Ronalds-Reynolds, affiliated with DFS Dorland Worldwide

Baker Lovick, BBDO Intl holds a minority share in the agency

Enterprise Advertising, affiliated with J. Walter Thompson Co.

Cardon, Rose gross income figures for both years are AA estimates

Saffer, Cravit & Freedman figures exclude data for SC&F's Chicago office

(Continued on Page 82)

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Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
DENMARK												**Exchange rate: 0.0926 kroner**
Ted Bates A/S	Copenhagen	7,261.0	4,427.0	64.0	48,760.0	28,201.0	DKr78,409.0	DKr526,566.0	177	94	88.0	3
Henriksen & Sieling/BBDO-Group	Copenhagen	4,017.1	2,743.6	46.0	27,680.0	19,169.0	43,381.0	298,924.0	66	51	29.0	4
scan-ad reklamebureau	Aarhus	3,611.4	2,881.3	25.0	13,890.0	10,735.0	39,003.0	150,000.0	N/A	110	N/A	N/A
Young & Rubicam Copenhagen	Copenhagen	3,099.0	2,277.0	36.0	20,670.0	15,185.0	33,469.0	223,215.3	73	59	24.0	N/A
Ogilvy & Mather	Copenhagen	2,693.0	2,231.0	21.0	16,693.0	14,241.0	29,079.0	180,272.0	70	65	8.0	2
Gutenberghus Reklamebureau	Copenhagen	2,283.0	2,197.0	4.0	16,274.0	15,540.0	24,654.0	175,745.0	63	64	- 2.0	N/A
Lintas	Copenhagen	2,137.2	1,705.0	25.0	14,699.0	11,758.5	23,079.9	158,736.6	41	37	11.0	1
Lyre & Valbo Reklamebureau	Copenhagen	1,742.1	1,302.5	34.0	11,871.6	8,126.4	18,813.0	128,203.0	40	33	21.0	1
Thomas Bergsoe A.S.	Copenhagen	1,481.7	2,176.1	- 32.0	9,260.0	13,612.2	16,002.4	100,000.0	17	56	- 70.0	1
Pro Reklame/Marketing	Copenhagen	1,390.6	N/A	N/A	4,670.4	N/A	15,017.0	50,436.0	N/A	N/A	N/A	N/A
NP/Grey	Egaa (Aarhus)	1,296.4	867.9	49.0	8,647.0	5,789.2	14,000.0	93,380.0	24	23	4.0	1
D'Arcy MacManus Masius	Copenhagen	1,290.0	1,155.0	12.0	10,611.0	8,819.0	13,929.0	114,586.0	38	38	0.0	1
Leo Burnett-Denmark	Copenhagen	1,242.0	1,087.3	14.0	8,279.0	7,252.3	13,410.0	89,404.0	31	27	15.0	1
McCann-Erickson A/S	Copenhagen	1,009.1	841.1	20.0	6,730.0	5,609.0	10,897.0	72,683.0	25	25	0.0	N/A
Lockey/FCB A/S	Copenhagen	1,005.1	1,110.9	- 9.0	6,703.8	7,409.6	10,853.8	72,394.7	29	28	4.0	1
Gorm Larsen, Benton & Bowles	Copenhagen	974.9	774.1	26.0	6,467.8	5,551.3	10,528.5	69,847.1	25	20	25.0	1
Innovation	Copenhagen	931.7	1,509.2	- 38.0	6,394.0	10,061.1	10,062.0	69,050.0	22	28	- 21.0	1
Grey Denmark	Copenhagen	897.0	921.1	- 3.0	6,748.0	6,019.0	9,684.0	72,867.0	19	19	0.0	1
J. Walter Thompson	Copenhagen	811.2	1,040.0	- 22.0	5,408.0	6,933.9	8,759.8	58,401.8	20	22	- 9.0	1
DMM/Ipsen & Parmo	Copenhagen	705.0	227.0	N/A	5,483.0	1,816.0	7,616.0	59,406.0	15	13	15.0	1
Egeberg	Copenhagen	611.2	556.3	10.0	4,906.0	4,318.2	6,600.3	52,980.6	18	20	- 10.0	1
Weber & Sorensen	Aarhus	373.2	531.1	- 30.0	2,407.6	3,426.0	4,030.0	26,000.0	27	23	17.0	1
Berg & Lyhne Reklamebureau	Copenhagen	300.0	484.8	- 38.0	2,000.2	3,231.7	3,240.0	21,600.0	21	16	31.0	1
DOMINICAN REPUBLIC												**Exchange rate: 1.00 dollar**
Young & Rubicam Damaris	Santo Domingo	3,675.0	2,025.0	81.0	24,512.0	13,507.0	3,675.0	24,512.0	94	76	24.0	N/A
McCann-Erickson Dominicana	Santo Domingo	1,152.0	870.0	32.0	7,684.0	5,803.0	1,152.0	7,684.0	27	25	8.0	N/A
FCB/Siboney	Santo Domingo	268.1	195.7	37.0	1,788.2	1,305.1	268.1	1,788.2	21	16	31.0	1
Leo Burnett-Dominican Republic	Santo Domingo	248.0	300.0	- 17.0	1,656.0	2,167.0	248.0	1,656.0	20	19	5.0	1
Leon/Aife/MFP	Santo Domingo	229.0	199.0	15.0	1,526.7	1,326.7	229.0	1,526.7	14	16	- 13.0	1
DUBAI												**Exchange rate: 0.2722 dirham**
Intermarkets U.A.E.	Dubai	1,333.8	1,345.0	- 1.0	8,400.0	8,200.0	DHS4,900.0	DHS30,900.0	26	26	0.0	N/A
Inca Tanvir Advertising	Sharjah, U.A.E.	838.4	815.2	3.0	3,810.8	4,083.0	3,080.0	14,000.0	26	25	4.0	1
Thompson Advertising Middle East	Dubai	790.7	266.8	196.0	5,271.9	1,778.5	2,905.0	19,367.7	27	18	50.0	1
ECUADOR												**Exchange rate: 0.0104 sucre**
Norlop Thompson	Guayaquil	1,699.9	1,269.9	34.0	11,333.1	8,466.6	S163,449.9	S1.09 bill.	92	97	- 5.0	1
McCann-Erickson (Ecuador)	Guayaquil	1,078.0	672.0	60.0	7,190.0	4,482.0	103,655.0	691,379.0	50	46	9.0	N/A
Veritas Publicitaria	Guayaquil	760.4	459.3	66.0	4,173.4	2,638.2	73,412.0	434,030.6	51	36	42.0	2
Artefilme S.A.	Guayaquil	388.4	450.1	- 14.0	2,590.3	3,002.2	37,341.0	249,064.0	35	35	0.0	2
EGYPT												**Exchange rate: 1.2055 E pound**
Advertising & Marketing Associates, Leo Burnett	Cairo	476.0	364.1	31.0	3,173.0	2,740.0	E£395.0	E£2,632.0	N/A	N/A	N/A	1
Intermarkets Egypt	Cairo	409.9	343.6	19.0	2,600.0	2,400.0	340.0	1,820.0	12	10	20.0	N/A
EL SALVADOR												**Exchange rate: 0.17 colon**
McCann-Erickson	San Salvador	270.0	157.0	72.0	1,801.0	1,047.0	C1,591.0	C10,612.0	31	22	41.0	N/A
APCU de El Salvador	San Salvador	110.5	102.0	8.0	736.7	680.0	650.0	4,333.6	9	8	13.0	1
FINLAND												**Exchange rate: 0.1587 markka**
Oy Liikemainonta-McCann	Helsinki	5,540.4	4,936.0	18.0	36,960.0	32,923.0	Fmk34,911.7	Fmk232,853.3	110	103	7.0	N/A
Mainosyhtyma Oy	Helsinki	4,524.0	4,695.0	- 4.0	35,069.0	35,572.0	28,506.0	220,978.0	139	162	- 15.0	4
Oy Mainos Taucher Reklam	Helsinki	4,432.5	3,761.9	18.0	33,652.3	28,558.1	27,930.0	212,050.4	127	138	- 8.0	2
Mainostoimisto Oy Sek	Helsinki	4,411.9	3,523.1	25.0	38,734.5	30,930.6	27,800.0	244,074.0	N/A	102	N/A	1
Turkama & Kumppanit Oy Mainostoimisto	Helsinki	4,300.0	4,047.0	6.0	28,998.0	28,360.0	27,100.0	182,700.0	N/A	107	N/A	2
Anderson & Lembke	Helsinki	4,100.0	3,800.0	8.0	25,000.0	23,900.0	25,834.1	157,525.0	N/A	N/A	N/A	N/A
Markkinointi Viherjuuri	Helsinki	4,041.0	3,761.0	7.0	27,143.0	25,491.0	25,465.0	171,032.0	93	87	7.0	1
Mainosrengas Oy	Helsinki	3,745.0	3,200.0	17.0	19,200.0	18,100.0	23,600.0	121,000.0	116	109	6.0	1
Finnad-Bates	Helsinki	3,610.4	2,963.2	22.0	24,083.7	19,764.8	22,752.0	151,756.0	79	84	- 6.0	5
Erva-Latvala Oy	Helsinki	3,412.1	2,967.7	15.0	22,758.4	19,794.5	21,500.0	143,405.0	98	90	9.0	2
Lintas Oy	Helsinki	2,814.7	2,495.7	13.0	18,782.2	15,921.4	17,735.8	118,350.2	66	65	2.0	1
Tehomainos-J. Walter Thompson Oy	Helsinki	2,444.0	2,222.0	10.0	11,696.2	10,744.0	15,400.0	73,700.0	63	70	- 10.0	1
MK-Mainos Oy	Helsinki	2,184.7	1,714.0	27.0	25,432.6	19,943.7	13,766.0	160,256.0	N/A	75	N/A	2
Kauppamainos Oy	Helsinki	1,856.8	1,428.3	30.0	15,885.3	12,083.7	11,700.0	100,096.7	N/A	25	N/A	1
Suomen Ilmoituskeskus Oy	Helsinki	1,772.5	1,485.9	19.0	14,640.7	12,705.7	11,169.0	92,254.0	38	48	- 21.0	1
Ogilvy & Mather Oy	Helsinki	1,731.3	1,279.6	35.0	12,891.2	9,948.0	10,909.2	81,229.9	42	43	- 2.0	1
Markkinointi Topitorma Oy	Helsinki	1,714.0	1,380.7	24.0	11,450.1	10,645.6	10,800.0	72,149.5	41	39	5.0	N/A
Interplan	Helsinki	1,645.2	1,234.0	33.0	10,481.9	10,283.4	10,367.0	66,048.3	40	45	- 11.0	1
Juniormainos Oy	Helsinki	1,395.5	1,187.1	18.0	16,535.0	13,100.0	8,793.5	104,190.0	53	48	10.0	1
Oy Valotorni	Helsinki	1,246.0	1,099.8	13.0	8,345.9	7,605.0	7,851.6	52,589.4	38	37	3.0	1
Oy AC-Mainos Ab	Helsinki	1,105.3	1,557.8	- 29.0	8,583.1	11,801.2	6,965.0	54,084.0	33	41	- 20.0	1
Mainostoimisto LSM Oy	Turku	968.0	814.8	19.0	5,692.0	5,037.0	6,100.0	35,868.0	28	29	- 3.0	1
Markkinointiryhma Oy	Helsinki	968.0	651.9	48.0	6,651.8	4,166.4	6,100.0	41,914.4	27	22	23.0	1
DMB&B Finland	Helsinki	793.0	746.4	6.0	5,287.0	4,976.0	4,997.0	33,313.0	20	19	5.0	1

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Mainoskentta Oy	Tampere	430.4	626.1	- 22.0	3,269.2	4,173.8	3,090.0	20,600.0	36	37	- 11.0	1
Markkinamainos Oy	Helsinki	674.5	698.3	- 3.0	2,904.2	3,063.0	4,250.0	18,300.0	19	19	0.0	N/A
Liikekonsultit Oy	Helsinki	251.8	277.6	- 9.0	2,571.2	2,265.0	1,586.4	16,201.6	9	9	0.0	1
Mainos Kunnas Oy	Helsinki	174.6	174.6	0.0	1,164.0	1,164.0	1,100.0	1,100.0	7	7	0.0	1
FRANCE												**Exchange rate: 0.1093 franc**
Publicis Conseil	Paris	47,155.0	40,666.0	16.0	318,537.0	268,540.0	FF431,430.0	FF2.91 bill.	1040	1009	3.0	14
Belier	Neuilly	33,937.7	30,068.4	13.0	226,364.2	200,556.4	310,500.0	2.07 bill.	792	653	21.0	16
Roux Seguela Cayzac & Goudard	Paris	30,713.3	22,406.5	37.0	202,642.2	149,741.0	281,000.0	1.85 bill.	N/A	N/A	N/A	N/A
HCM France	Paris	25,685.5	22,406.5	15.0	171,322.3	149,451.4	235,000.0	1.57 bill.	533	530	1.0	15
Young & Rubicam France	Paris	16,478.0	12,660.0	30.0	109,908.0	84,440.0	150,774.0	1.01 bill.	379	340	11.0	N/A
Saatchi & Saatchi Compton	Paris	13,990.4	8,124.9	72.0	93,316.0	60,876.3	128,000.0	853,760.0	230	250	- 8.0	8
Boulet Dru Dupuy Petit	Paris	13,553.2	7,651.0	77.0	N/A	N/A	124,000.0	N/A	245	75	227.0	2
Doyle Dane Bernbach	Paris	13,274.2	12,591.4	5.0	109,015.3	89,988.2	121,447.0	997,395.0	241	237	2.0	3
Ecom/Univas	Paris	12,908.3	11,498.4	12.0	86,090.0	76,687.0	118,100.0	787,727.0	218	229	- 5.0	3
FCA	Paris	10,613.0	8,306.8	28.0	70,788.9	55,415.1	97,000.0	647,657.0	183	155	18.0	4
Homsy Delafosse	Paris	10,602.1	7,651.0	39.0	69,952.0	59,622.0	97,000.0	640,000.0	N/A	45	N/A	N/A
Lintas Paris	Paris	9,196.5	8,970.6	3.0	62,821.3	62,167.3	84,140.0	574,760.0	138	129	7.0	1
Futurs	Neuilly	9,181.2	7,760.3	18.0	61,208.0	51,589.6	84,000.0	560,000.0	170	185	- 8.0	1
CFRP-Alliance	Paris	8,306.8	6,553.0	27.0	55,196.5	43,920.0	76,000.0	505,000.0	88	80	10.0	1
Ogilvy & Mather	Paris	8,090.0	7,000.0	16.0	54,000.0	46,600.0	74,000.0	493,000.0	138	128	8.0	1
J. Walter Thompson	Paris/Lyon	7,961.6	7,904.2	1.0	53,080.2	52,697.6	72,842.0	485,637.6	169	178	- 5.0	2
TBWA	Paris	7,794.0	5,172.6	51.0	51,987.0	34,500.5	71,310.0	475,636.0	99	96	3.0	1
McCann-Erickson	Paris	7,771.0	6,141.0	27.0	51,833.0	40,960.0	71,102.0	474,250.0	133	123	8.0	N/A
FCB/Effi	Neuilly	7,439.0	5,268.0	41.0	49,616.0	35,138.0	68,058.0	453,947.0	148	125	18.0	2
O.D.I.C.	Paris	6,885.9	6,831.3	1.0	61,208.0	45,564.4	63,000.0	560,000.0	N/A	N/A	N/A	N/A
Polaris/DFS	Paris	6,558.0	4,590.6	43.0	43,720.0	30,604.0	60,000.0	400,000.0	100	102	- 2.0	1
Synergie	Paris	5,924.0	5,410.4	9.0	46,185.0	43,720.0	54,200.0	450,000.0	111	107	4.0	1
Ted Bates	Paris	5,900.0	4,680.0	26.0	N/A	N/A	54,000.0	N/A	112	156	- 28.0	1
DMB&B	Paris	5,693.0	4,840.0	18.0	29,301.9	29,842.4	52,086.0	268,087.0	94	95	- 1.0	2
Impact S.A.	Paris	4,952.6	4,676.4	6.0	33,033.9	31,191.6	45,312.1	302,231.5	101	100	1.0	1
Grey	Paris	4,889.9	4,901.7	0.0	32,615.3	32,694.1	44,738.0	298,402.0	93	101	- 8.0	4
CLM/BBDO	Paris	4,123.0	3,645.0	13.0	27,544.0	25,358.0	37,720.0	252,000.0	79	83	- 5.0	1
GGK International	Paris	4,119.0	2,901.0	42.0	27,473.0	19,350.0	37,688.9	251,378.0	52	29	79.0	1
Fusion	Paris	3,574.1	2,885.5	24.0	23,839.3	19,246.4	32,700.0	218,109.0	102	93	10.0	1
Initiatives Media	Paris	3,370.2	3,123.0	8.0	22,477.0	20,803.6	30,834.0	205,663.0	40	39	3.0	3
Ayer France et Associes	Paris	3,191.2	891.1	258.1	19,901.0	5,000.9	29,196.3	182,076.7	52	21	148.0	1
M.A.O.	Neuilly	3,169.7	2,145.5	31.0	21,313.5	16,504.3	29,000.0	195,000.0	44	39	13.0	1
R&D France Campbell-Ewald	Paris	2,777.0	2,186.0	27.0	18,423.0	14,581.0	25,411.0	169,491.0	N/A	N/A	N/A	N/A
Ogilvy Defrenois Direct	Paris	2,738.0	2,160.0	27.0	18,254.0	14,400.0	25,051.0	167,007.0	40	31	29.0	1
Leo Burnett-France	Paris	2,372.0	2,577.3	- 8.0	814.05	18,377.0	21,702.0	144,687.0	35	64	- 45.0	1
Capricorne/AGEPI	Lyon	2,186.0	1,748.8	25.0	14,580.6	11,664.5	20,000.0	133,400.0	61	48	27.0	2
Unicom	Cesson Sevigne	2,131.4	1,858.1	15.0	14,216.1	12,393.5	19,500.0	130,065.0	60	60	0.0	2
Publi-Est	Metz	1,803.5	1,639.5	10.0	13,662.5	10,935.5	16,500.0	125,000.0	50	50	0.0	2
Dassas Jaglin Walhain-Needham	Paris	1,694.2	1,257.0	35.0	11,300.0	8,393.3	15,500.0	103,385.0	34	27	26.0	1
D.10	Toulouse	1,639.5	1,311.6	25.0	10,935.5	8,748.4	15,000.0	100,050.0	48	40	20.0	2
Sprint	Paris	1,581.6	1,411.4	12.0	10,506.1	9,343.2	14,470.0	96,140.0	33	29	14.0	1
Eldorado	Paris	1,530.2	1,311.6	17.0	12,099.5	10,055.6	14,000.0	110,700.0	20	21	- 5.0	1
CPV	Paris	1,508.3	1,514.9	0.0	11,159.5	11,695.1	13,800.0	102,100.0	24	27	- 11.0	1
Cerca	Paris	1,500.0	1,320.0	14.0	N/A	N/A	13,700.0	N/A	33	N/A	N/A	1
Uniconseil	Lyon	1,475.6	1,530.2	- 4.0	9,841.9	10,206.4	13,500.0	90,045.0	38	41	- 7.0	1
Novation	Marseille	1,147.7	1,202.3	- 5.0	7,654.8	8,019.3	10,500.0	70,035.0	27	26	4.0	N/A
McCann-Erickson Universal Media	Paris	1,074.0	736.0	46.0	7,164.0	4,909.0	9,829.0	65,559.0	12	10	20.0	N/A
O.P.F. Univas	Paris	896.0	911.0	- 2.0	4,481.0	4,864.0	8,195.0	41,000.0	24	25	- 4.0	1
Anderson & Lembke	Paris	700.0	N/A	N/A	4,600.0	N/A	6,404.3	42,085.4	N/A	N/A	N/A	1
McCann-Erickson/ Joannis Schneider Conseil	Paris	663.0	483.0	37.0	4,422.0	3,222.0	6,069.0	40,480.0	10	10	0.0	N/A
HHCC International	Paris	510.9	298.4	71.0	3,407.8	1,990.0	4,674.5	31,178.9	10	10	0.0	1
Domino Ketchum	Paris	492.0	285.9	72.0	3,279.0	1,315.1	4,500.0	30,000.0	14	8	75.0	1
Optima	Marseille	448.1	382.6	17.0	2,989.0	2,551.6	4,100.0	27,347.0	9	9	0.0	N/A
GGK Paris	Paris	393.0	N/A	N/A	2,623.0	N/A	3,600.0	24,000.0	8	N/A	N/A	1
Mix Communications	Paris	196.7	N/A	N/A	1,311.7	N/A	1,800.0	12,000.6	9	N/A	N/A	1
Bozell & Jacobs France	Paris	174.9	N/A	N/A	1,169.5	N/A	1,600.0	10,700.0	6	N/A	N/A	1
Publi Service	Neuilly	65.6	76.2	- 14.0	437.2	508.1	600.0	4,000.0	1	1	0.0	1
GERMANY												**Exchange rate: 0.3338 mark**
Team/BBDO	Duesseldorf	24,071.0	22,522.0	7.0	160,553.0	150,223.0	DM72,112.0	DM480,987.0	426	410	4.0	6
SSC&B:Lintas	Hamburg	22,300.0	21,800.0	2.0	148,400.0	145,200.0	66,700.0	444,600.0	404	415	- 3.0	2
McCann-Erickson	Frankfurt	20,350.0	18,216.0	12.0	35,735.0	21,501.0	60,966.0	406,644.0	373	374	0.0	N/A
J. Walter Thompson	Frankfurt	19,045.1	18,970.3	0.0	26,973.5	26,475.3	57,055.3	380,387.8	391	385	2.0	7
Ogilvy & Mather	Frankfurt	16,211.3	13,063.2	24.0	108,075.0	78,088.0	48,537.0	323,740.0	330	252	31.0	7
Grey Duesseldorf	Duesseldorf	14,253.0	13,105.0	9.0	95,069.0	87,410.0	42,700.0	284,809.0	248	239	4.0	4
Young & Rubicam	Frankfurt	13,235.0	12,369.6	7.0	88,277.0	82,390.0	39,705.0	264,477.9	257	256	0.0	4
Saatchi & Saatchi Compton	Frankfurt	11,868.9	7,765.9	53.0	79,125.8	51,777.6	35,556.9	237,045.5	186	144	29.0	3
Doyle Dane Bernbach	Duesseldorf	11,817.2	11,530.5	2.0	78,820.5	76,908.2	35,402.0	236,131.0	244	238	3.0	3
Wilkens Ayer	Hamburg/Frkft	10,254.3	N/A	N/A	72,294.0	N/A	30,720.0	216,579.0	216	N/A	N/A	2
GGK Werbeagentur	Duesseldorf	8,512.0	8,312.0	2.0	56,746.0	55,411.0	25,500.0	170,000.0	144	152	- 5.0	2
Luerzer, Conrad & Leo Burnett	Frankfurt	8,485.0	7,654.4	11.0	56,566.0	54,775.0	25,418.0	169,462.0	143	137	4.0	1
TBWA	Frankfurt	7,730.1	5,197.6	49.0	51,534.0	37,728.0	23,158.0	154,386.0	101	81	25.0	3
R.W. Eggert	Duesseldorf	7,357.0	8,589.0	N/A	56,746.0	57,288.8	22,040.0	147,000.0	199	175	14.0	1
Heye Needham & Partner	Munich	6,869.9	5,838.5	18.0	45,830.0	38,954.5	20,581.0	137,300.0	129	115	12.0	3

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Per cent change	Number offices
Ted Bates Werbeagentur	Frankfurt	6,556.0	6,147.0	7.0	43,729.0	35,383.0	19,641.0	131,005.0	130	124	5.0	1
Scholz & Friends	Hamburg	6,308.8	5,407.6	17.0	42,092.2	36,050.4	18,900.0	126,100.0	91	80	14.0	1
Baums, Mang und Zimmermann	Duesseldorf	6,089.0	5,327.4	14.0	40,591.0	35,516.0	18,240.0	121,602.0	106	83	28.0	1
Spiess & Ermisch	Duesseldorf	5,975.0	5,057.1	18.0	39,755.6	33,713.8	17,900.0	119,100.0	81	68	19.0	N/A
HCM	Duesseldorf	5,875.0	5,775.0	2.0	39,188.0	38,487.0	17,600.0	117,400.0	86	85	1.0	1
von Mannstein Gruppe	Solingen	5,674.6	5,164.6	10.0	37,886.3	34,448.2	17,000.0	113,500.0	88	85	3.0	4
Guenter Blaese	Stuttgart	5,607.8	5,192.3	8.0	37,985.6	34,615.1	16,800.0	112,000.0	114	111	2.0	N/A
Troost Campbell-Ewald	Duesseldorf	5,552.0	5,734.0	- 3.0	37,320.0	38,246.0	16,631.0	110,929.0	135	160	- 16.0	N/A
Acon	Cologne	5,407.6	5,097.1	6.0	35,916.9	33,980.8	16,200.0	107,600.0	74	68	9.0	N/A
Intensiv Marketing	Nuernberg	5,140.5	4,539.7	13.0	34,381.4	30,208.9	15,400.0	103,000.0	73	72	1.0	3
FCB Deutschland	Frankfurt	5,110.0	5,494.0	- 7.0	34,090.0	36,640.0	15,312.0	102,131.0	87	122	- 29.0	3
DMB&B	Hamburg	4,845.1	4,430.2	9.0	32,317.0	29,548.0	14,515.0	96,815.0	103	102	1.0	1
MWI Markenwerbung International	Hamburg	4,414.0	4,506.3	- 2.0	29,440.0	30,057.0	13,223.0	88,197.0	85	96	- 11.0	1
Boebel, Adam, Benton & Bowles	Frankfurt	4,316.0	6,005.0	- 28.0	28,787.0	40,054.0	12,930.0	86,241.0	108	167	- 35.0	2
Consell Partners	Frankfurt	3,504.0	N/A	N/A	23,377.7	N/A	10,500.0	70,035.0	50	N/A	N/A	1
DFS&R	Munich	3,404.8	3,474.9	- 2.0	22,698.4	23,165.7	10,200.0	68,000.0	76	78	-3.0	N/A
Hildmann, Simon, Rempen & Schmitz/SMS	Duesseldorf	2,611.4	2,718.9	- 4.0	17,357.6	20,028.0	7,823.2	52,000.0	47	47	0.0	1
Springer & Jacoby Werbeagentur	Hamburg	2,300.0	1,570.0	46.0	15,200.0	10,500.0	6,800.0	45,400.0	37	28	18.0	2
Durana Ketchum	Frankfurt	2,036.0	2,003.0	2.0	13,586.0	13,419.0	6,100.0	40,700.0	20	22	-9.0	1
Dorland	Berlin	1,936.0	1,452.0	33.0	13,018.2	9,680.2	5,800.0	39,000.0	36	27	33.0	N/A
Erdmann & Partner	Duesseldorf	1,835.9	1,800.0	2.0	12,183.7	12,016.8	5,500.0	36,500.0	29	29	0.0	1
Hakuhodo	Duesseldorf	1,835.9	1,552.2	18.0	12,183.7	10,347.8	5,500.0	36,500.0	31	26	19.0	N/A
RSGG, Butter, Rang	Duesseldorf	1,435.3	30.0	N/A	9,580.1	200.3	4,300.0	28,700.0	30	3	N/A	1
Kastner & Partner	Frankfurt	801.1	598.5	34.0	5,341.0	3,991.9	2,400.0	16,001.0	15	10	50.0	1
HHCC	Frankfurt	738.2	272.1	171.0	4,924.1	1,814.8	2,211.6	14,744.2	17	8	113.0	1
Wirz & Hafner Werbeagentur	Frankfurt	682.9	522.2	31.0	4,875.8	3,655.5	1,700.0	12,138.0	10	9	11.0	1
Handley, Smith & Partners	Duesseldorf	150.0	411.6	- 64.0	1,000.0	2,744.2	449.4	2,996.0	5	5	0.0	1
GHANA											Exchange rate: 0.017 cedi	
Lintas Ghana	Accra	55.1	52.0	6.0	334.0	316.0	C3,240.0	C19,674.0	16	16	0.0	N/A
GREECE											Exchange rate: 0.0074 drachma	
Spot/Thompson	Athens	1,673.0	1,247.0	34.0	14,845.0	10,360.0	Dr226,063.0	Dr2.01 bill.	52	57	- 9.0	1
Bold Advertising	Athens	1,487.4	1,073.0	39.0	10,411.8	7,548.0	201,000.0	1.41 bill.	51	48	6.0	1
Euro-Leo Burnett S.A.	Athens	1,021.0	349.2	192.0	6,807.0	2,329.4	137,967.0	919,826.0	54	34	59.0	1
Ikon/DD/BBDO	Athens	1,013.8	744.	36.0	6,762.4	4,962.5	137,006.7	913,835.0	54	54	0.0	1
Ted Bates	Athens	848.8	843.6	1.0	5,505.9	5,434.8	114,700.0	744,041.0	41	50	- 18.0	2
Olympic Advertising	Athens	820.7	636.0	29.0	5,476.0	4,242.3	110,900.0	740,000.0	33	27	22.0	1
Lintas Greece	Athens	808.6	511.9	58.0	5,860.8	3,709.3	109,267.0	792,000.0	32	27	19.0	N/A
Adel-Compton S.A.	Athens	799.2	643.6	24.0	5,328.0	4,045.1	108,000.0	720,000.0	37	37	0.0	1
Alector Advertising	Athens	674.1	612.7	10.0	4,958.0	4,403.0	91,100.0	670,000.0	36	36	0.0	1
McCann-Erickson	Athens	639.0	550.0	17.0	4,262.0	3,669.0	86,362.0	576,035.0	32	35	- 9.0	N/A
Gnomi/FCB	Athens	509.6	507.0	1.0	3,398.7	3,382.0	68,859.0	459,290.0	41	39	5.0	1
Producta/Univas	Athens	436.0	414.0	5.0	2,908.0	2,664.0	59,000.0	352,000.0	31	28	11.0	1
Lamda Alpha	Athens	392.4	393.4	0.0	2,645.5	3,155.0	53,030.6	357,497.8	21	21	0.0	3
Grafis Advertising	Athens	378.0	245.7	54.0	2,581.1	1,638.4	52,500.0	348,800.0	25	22	14.0	1
DMB&B Ergon	Athens	318.0	278.0	14.0	2,035.0	1,776.0	43,000.0	275,000.0	22	22	0.0	1
Geo II Advertising	Athens	247.0	94.4	161.0	1,581.3	769.7	33,383.0	213,693.0	12	15	- 20.0	1
Grant Hellas	Athens	70.3	42.2	67.0	467.0	280.0	9,500.0	63,000.0	5	6	17.0	1
GUATEMALA											Exchange rate: 1.00 dollar	
McCann-Erickson Centroamericana	Guatemala City	1,045.0	668.0	56.0	6,970.0	4,456.0	$1,045.0	$6,970.0	45	39	15.0	N/A
APCU Thompson	Guatemala City	1,035.0	825.0	25.0	6,900.3	5,500.3	1,035.0	6,900.3	42	42	0.0	1
Concepto	Guatemala City	421.0	N/A	N/A	1,210.0	N/A	421.0	1,210.0	22	23	- 4.0	N/A
Publimerca	Guatemala City	350.0	396.5	-1 2.0	1,750.0	1,927.0	350.0	1,750.0	22	20	10.0	1
FCB/Siboney	Guatemala	300.8	247.3	22.0	2,006.4	1,649.7	300.8	2,006.4	32	29	10.0	1
HONDURAS											Exchange rate: 0.3921 lempira	
McCann-Erickson Centroamericana	Tegucigalpa	405.0	315.2	28.0	2,701.0	2,101.0	L1,032.0	L6,883.0	23	21	10.0	N/A
APCU de Honduras	Tegucigalpa	165.0	196.4	- 16.0	1,100.1	1,309.2	420.8	2,805.5	18	14	29.0	2
HONG KONG											Exchange rate: 0.1283 HK dollar	
Ogilvy & Mather	Hong Kong	4,688.5	3,561.0	32.0	31,272.2	23,752.0	HK$36,543.1	HK$243,742.8	125	111	13.0	1
Leo Burnett Ltd.	Hong Kong	3,949.5	3,700.0	7.0	26,331.0	24,678.4	30,783.0	205,230.0	150	123	22.0	1
Ted Bates Ltd.	Hong Kong	2,890.0	2,630.0	10.0	19,245.0	17,320.5	22,500.0	150,000.0	95	96	- 1.0	1
DYR Ltd.	Hong Kong	2,826.0	2,707.0	4.0	17,466.0	8,371.0	22,025.6	136,134.1	88	95	- 7.0	2
McCann-Erickson	Hong Kong	2,635.0	2,204.0	20.0	17,575.0	14,701.0	20,535.0	136,968.0	90	92	-2.0	N/A
J. Walter Thompson	Hong Kong	2,250.0	1,439.0	56.0	15,000.0	9,593.0	17,537.0	117,000.0	77	52	48.0	1
Saatchi & Saatchi Wong Lam	Hong Kong	1,789.8	1,027.3	74.0	11,931.9	6,848.6	13,950.0	93,000.0	58	52	12.0	1
Tse Needham & Standard	Hong Kong	1,370.6	1,306.0	5.0	9,142.1	8,711.5	10,683.0	71,255.6	66	64	3.0	1
People & Grey Advertising	Hong Kong	1,251.7	1,235.5	1.0	8,348.8	8,240.8	9,756.0	65,040.0	50	45	11.0	1
Foote, Cone & Belding	Hong Kong	1,242.7	759.1	64.0	8,288.7	5,063.3	9,685.7	64,603.9	45	41	10.0	1
SSC&B:Lintas	Hong Kong	1,163.0	703.0	65.0	8,035.0	5,140.0	9,066.0	62,627.0	39	23	70.0	1
Modern Advertising	Hong Kong	877.6	763.4	15.0	5,850.5	5,103.8	6,840.0	45,600.0	33	31	6.0	1
Meridian Advertising	Hong Kong	825.5	862.5	- 4.0	5,505.8	5,617.1	6,433.8	42,913.4	33	28	18.0	1
Far East-Ketchum Advertising	Hong Kong	808.0	770.4	5.0	5,389.0	4,475.9	6,300.0	42,000.0	35	35	0.0	1
Kenyon & Eckhardt	Hong Kong	806.0	611.0	32.0	5,373.0	4,072.0	6,279.0	41,881.0	42	44	- 5.0	1
Doyle Dane Bernbach	Hong Kong	781.2	1,161.9	- 33.0	4,494.1	6,331.4	6,089.2	35,027.9	41	47	- 13.0	1
Hong Kong (FE) Advertising	Hong Kong	755.0	321.0	135.0	5,034.5	2,139.0	5,883.0	39,240.0	33	22	50.0	1

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Per cent change	Number offices
DMB&B	Hong Kong	732.8	807.8	- 9.0	5,089.0	5,848.7	5,711.8	39,671.3	34	39	- 13.0	N/A
Results Hong Kong	Hong Kong	705.6	600.4	18.0	4,706.1	4,004.5	5,499.3	36,680.7	27	27	0.0	1
3A Publicity 'n Promotions	Hong Kong	658.2	717.2	- 8.0	4,387,9	4,092.8	5,130.0	34,200.0	N/A	31	N/A	N/A
Synergie Communications	Hong Kong	522.4	436.7	20.0	3,484.1	2,912.9	4,071.3	27,155.6	32	24	33.0	1
BBDO	Hong Kong	445.8	554.8	- 20.0	3,119.3	3,958.9	3,474.8	24,312.9	34	33	3.0	1
Chuo Senko Advertising	Hong Kong	372.1	513.2	- 27.0	2,501.9	3,849.0	2,900.0	19,500.0	17	24	- 29.0	1
HHCC International	Hong Kong	332.2	83.9	296.0	2,216.0	559.8	2,586.6	17,252.4	6	4	50.0	1
INDIA											**Exchange rate: 0.081 rupee**	
Hindustan Thompson Associates	Bombay	4,420.6	3,454.7	28.0	29,470.5	23,031.0	Rs54,575.0	Rs363,833.3	589	589	0.0	1
Lintas India	Bombay	3,439.0	2,881.4	19.0	22,935.0	19,219.0	42,451.0	283,147.0	235	234	0.0	4
Rediffusion Advertising	Bombay	2,203.2	1,660.5	33.0	14,693.0	11,072.0	27,200.0	181,400.0	133	116	15.0	5
Ogilvy Benson & Mather	Bombay	2,165.0	1,782.5	21.0	14,432.0	11,889.0	26,736.0	178,240.0	288	281	2.0	5
R.K. Swamy Advertising Associates	Madras	1,765.8	1,506.6	17.0	11,745.0	10,044.0	21,800.0	145,000.0	252	248	2.0	N/A
Ulka Advertising India	Bombay	1,640.3	1,336.5	23.0	10,935.0	8,910.0	20,250.0	135,000.0	N/A	264	N/A	N/A
Advertising & Sales Promotion	New Delhi	1,609.8	1,462.3	10.0	8,943.2	8,127.5	19,873.8	110,410.0	295	297	- 1.0	7
Everest Advertising	Bombay	1,578.2	1,157.2	36.0	10,526.8	8,528.6	19,484.0	129,961.0	209	186	12.0	4
Chaitra Advertising	Bombay	1,449.9	N/A	N/A	9,679.5	N/A	17,900.0	119,500.0	215	N/A	N/A	N/A
Sista's Private Ltd.	Bombay	1,213.6	810.5	50.0	8,100.0	4,761.3	15,000.0	100,000.0	N/A	N/A	N/A	6
daCunha Associates	Bombay	730.0	620.0	18.0	4,830.0	4,160.0	9,015.5	59,650.0	46	43	7.0	3
Marketing Advertising Associates	Bangalore	668.3	406.0	38.0	4,455.0	3,240.0	8,250.0	55,000.0	155	145	7.0	4
Trikaya Advertising	Bombay	560.0	503.0	11.0	3,120.0	2,750.0	6,900.0	38,550.0	93	92	1.0	4
Creative Unit	Bombay	548.0	388.0	42.0	3,660.0	2,590.0	6,770.0	45,170.0	49	50	- 2.0	2
Contract Advertising	Bombay	322.4	176.6	83.0	2,144.9	1,173.7	3,980.0	26,480.0	66	36	83.0	2
INDONESIA											**Exchange rate: 0.0009 rupiah**	
CITRA:Lintas Indonesia	Jakarta	2,081.2	1,875.5	11.0	13,881.1	12,509.8	Rup2.29 bill.	Rup15.25 bill.	80	72	11.0	1
P.T. Bates Mulia Indonesia	Jakarta	1,000.0	1,000.0	0.0	7,010.0	7,010.0	1,100.0	7,700.0	48	50	- 4.0	1
Perwanal DMM	Jakarta	464.1	421.2	10.0	2,668.2	2,279.1	509,981.4	2.93 bill.	38	33	15.0	1
IRELAND											**Exchange rate: 1.0388 I pound**	
McConnells Advertising	Dublin	2,508.7	2,301.5	9.0	16,724.7	15,343.1	I£2,415.0	I£16,100.0	104	98	6.0	2
O'Kennedy-Brindley	Dublin	1,620.6	1,413.6	15.0	9,003.3	7,853.3	1,560.1	8,667.0	48	48	0.0	1
Arks Alliance	Dublin	1,535.3	1,699.5	- 10.0	9,905.0	11,281.4	1,478.0	9,535.0	38	48	- 21.0	1
Hunter Advertising	Dublin	1,534.1	1,152.2	33.0	8,522.9	6,392.7	1,476.8	8,204.6	35	31	13.0	1
Wilson Hartnell Advertising	Dublin	1,524.1	1,357.9	12.0	10,154.7	9,056.9	1,467.2	9,786.0	54	59	- 8.0	1
O'Keeffes	Dublin	1,381.9	998.9	38.0	6,805.6	6,033.8	1,330.3	6,551.4	28	27	4.0	2
Brian Cronin & Associates	Dublin	1,287.6	1,138.6	13.0	8,583.6	7,590.5	1,239.5	8,263.0	23	23	0.0	1
Bell Advertising	Dublin	1,206.9	1,152.3	5.0	8,050.3	7,685.5	1,161.9	7,749.6	47	41	15.0	1
Young Advertising	Dublin	1,038.8	831.0	25.0	7,063.8	5,505.6	1,000.0	6,800.0	30	28	7.0	1
Doherty Advertising	Dublin	497.3	415.1	20.0	3,899.9	3,256.1	478.7	3,754.2	23	21	10.0	N/A
ISRAEL											**Exchange rate: 0.00177 shekel**	
Dahaf	Tel Aviv	2,100.0	1,650.0	27.0	14,000.0	11,000.0	2,100.0	14,000.0	84	84	0.0	N/A
Wimmer, Tamir, Cohen (Jacobson)	Tel Aviv	1,800.0	2,100.0	- 14.0	12,000.0	14,000.0	1,800.0	12,000.0	45	45	0.0	N/A
Avnat, Karmon, Shifrin, Na'Aman	Tel Aviv	1,650.0	1,800.0	- 8.0	11,000.0	12,000.0	1,650.0	11,000.0	35	35	0.0	N/A
Pirsum Tal	Tel Aviv	1,500.0	1,500.0	0.0	10,000.0	10,000.0	1,500.0	10,000.0	35	35	0.0	N/A
Gitam	Tel Aviv	1,470.0	1,875.0	- 22.0	9,800.0	12,500.0	1,470.0	9,800.0	60	60	0.0	N/A
Warshabski, Frielich	Tel Aviv	900.0	N/A	N/A	6,000.0	N/A	900.0	6,000.0	30	30	0.0	N/A
Eylon	Tel Aviv	645.0	615.0	5.0	4,300.0	4,100.0	645.0	4,300.0	30	30	0.0	N/A
Bing Lineal	Tel Aviv	570.0	450.0	27.0	3,800.0	3,000.0	570.0	3,800.0	30	28	7.0	N/A
OK	Tel Aviv	300.0	405.0	- 26.0	2,000.0	2,700.0	300.0	2,000.0	22	26	- 15.0	N/A

U.S. dollar figures were provided by the Israeli agencies listed.

ITALY											**Exchange rate: 0.00052 lira**	
McCann-Ericson Italiana	Milan	15,869.4	12,907.1	23.0	105,846.0	86,090.0	IL30.52 bill.	IL203.56 bill.	271	250	8.0	N/A
J. Walter Thompson Italia	Milan	11,793.5	10,020.9	18.0	78,627.3	66,809.2	22.68 bill.	151.21 bill.	199	184	8.0	2
Foote, Cone & Belding	Milan	11,482.0	8,660.3	33.0	76,584.8	58,298.7	22.08 bill.	147.28 bill.	190	183	4.0	3
Armando Testa	Turin	11,284.0	8,580.0	32.0	75,920.0	60,320.0	21.70 bill.	146.00 bill.	205	189	8.0	4
Young & Rubicam Italia	Milan	11,014.0	8,193.0	34.0	73,463.0	54,650.0	21.20 bill.	141.30 bill.	179	153	17.0	N/A
Italia/BBDO	Milan	8,580.0	7,488.0	15.0	57,200.0	49,920.0	16.50 bill.	110.00 bill.	112	92	22.0	8
Ata Univas	Milan	8,334.0	7,031.2	19.0	55,588.0	46,898.0	16.03 bill.	106.90 bill.	100	105	- 5.0	3
TBWA Italia	Milan	7,296.0	6,750.0	8.0	55,707.0	45,000.0	14.00 bill.	107.10 bill.	109	104	5.0	2
Livraghi, Ogilvy & Mather	Milan	6,804.1	4,743.0	43.0	42,241.2	31,466.2	12.17 bill.	81.23 bill.	126	104	21.0	2
Milano & Grey	Milan	6,136.0	4,622.8	33.0	42,380.0	31,772.0	11.80 bill.	81.50 bill.	89	81	10	2
MAC	Milan/Rome	5,788.1	2,432.4	138.0	41,288.0	16,224.0	11.13 bill.	79.40 bill.	102	45	127.0	2
SSC&B:Lintas Worldwide	Milan	5,482.7	5,026.6	9.0	39,651.3	35,349.6	10.54 bill.	76.25 bill.	122	116	5.0	1
Saatchi & Saatchi Compton	Milan	5,226.0	4,134.0	26.0	34,840.0	27,560.0	10.05 bill.	67.00 bill.	90	90	0.0	2
Canard Advertising	Turin	5,200.0	3,640.0	43.0	33,800.0	26,000.0	10.00 bill.	65.00 bill.	62	50	24.0	1
Benton & Bowles Italia	Milan	4,897.1	4,442.0	10.0	32,663.7	29,628.2	9.42 bill.	62.81 bill.	106	100	6.0	3
CBC S.R.L.	Milan	4,732.0	4,139.2	14.0	31,564.0	27,612.0	9.10 bill.	60.70 bill.	69	67	3.0	2
RSCG Mezzano Costatini Mignani	Milan	4,160.0	2,600.0	60.0	26,560.0	16,640.0	8.00 bill.	53.00 bill.	50	30	67.0	1
Ted Bates & Co.	Milan	3,712.0	2,639.0	41.0	29,703.0	20,832.0	7.14 bill.	57.12 bill.	70	52	35.0	1
P.T. Needham	Milan	3,530.5	2,650.0	33.0	19,800.0	17,160.0	6.79 bill.	38.00 bill.	37	43	- 14.0	1
Campbell-Ewald Pirella-Gottsche	Milan	3,143.0	N/A	N/A	20,964.0	N/A	6.04 bill.	40.31 bill.	59	N/A	N/A	N/A
Publinter Ayer	Milan	3,046.7	2,447.1	25.0	21,882.1	18,432.4	5.86 bill.	42.08 bill.	59	45	31.0	3
Leo Burnett-Italy	Milan	3,120.0	2,444.0	28.0	20,799.0	18,776.0	6.00 bill.	40.00 bill.	64	56	14.0	1
B Communications	Milan	2,540.7	2,315.9	10.0	20,326.8	18,352.4	4.90 bill.	39.09 bill.	41	41	0.0	1
CPV, K&E Italiana	Milan	2,444.0	2,373.2	3.0	17,420.0	15,704.0	4.70 bill.	33.50 bill.	53	55	- 4.0	3
CGSS/K&E	Turin	2,378.5	1,268.7	87.0	15,223.0	9,667.8	4.57 bill.	29.28 bill.	30	25	20.0	1

1986 EDITION

FOREIGN AGENCY INCOME

ITALY-MALAYSIA

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985	Employes 1985	Employes 1984	Employes Per cent change	Number offices
HCM	Milan/Turin	2,027.0	1,753.0	16.0	15,652.0	12,636.0	3.90 bill.	30.10 bill.	38	43	- 12.0	2
Rizzi/GGK	Milan	1,726.0	821.0	110.0	12,363.0	5,980.0	3.32 bill.	23.78 bill.	27	9	200.0	1
Publicis Milano	Milan	1,319.0	1,083.0	22.0	8,958.0	8,489.0	2.54 bill.	17.23 bill.	27	26	4.0	1
Gandin e Associati	Milan	1,274.0	N/A	N/A	7,800.0	N/A	2.45 bill.	15.00 bill.	20	N/A	N/A	1
DDB Italia	Milan	992.7	795.0	25.0	6,619.3	5,299.9	1.91 bill.	12.73 bill.	12	17	- 29.0	1
Pubblimarket/Alliance	Milan	923.0	749.3	24.0	7,384.0	5,512.0	1.78 bill.	14.20 bill.	21	23	- 9.0	1
Dorland Italiana	Milan	832.0	650.0	28.0	6,360.0	5,000.0	1.60 bill.	10.60 bill.	29	31	- 6.0	2
Centro Media	Milan	732.0	768.7	- 5.0	4,882.7	5,127.0	1.41 bill.	9.39 bill.	13	13	0.0	1
Pubbli Dan Wirz	Milan	587.6	572.0	3.0	4,196.4	4,004.0	1.13 bill.	8.07 bill.	13	13	0.0	1
Columbia Marketing	Milan	548.0	504.6	9.0	3,653.5	3,364.4	1.11 bill.	7.03 bill.	12	10	20.0	1
Troost Campbell-Ewald	Milan	259.3	1,442.1	- 82.0	1,728.0	9,618.0	498,558.0	3.33 bill.	0	25	N/A	N/A
IVORY COAST											**Exchange rate: 0.002186 CFA franc**	
Lintas Abidjan	Abidjan	523.4	98.4	431.9	3,491.1	438.2	CFA239,434.0	CFA1.60 bill.	13	12	8.0	1
JAMAICA											**Exchange rate: 0.17 J dollar**	
Dunlop Corbin Compton Associates	Kingston	581.0	478.3	21.0	3,877.0	5,724.1	J$3,419.1	J$22,805.7	37	34	9.0	1
McCann-Erickson (Jamaica)	Kingston	570.0	447.0	28.0	3,802.0	2,981.0	3,350.0	22,345.0	37	36	3.0	N/A
Lindo/FCB	Kingston	211.7	189.3	12.0	1,411.8	1,262.4	1,245.1	8,304.8	26	26	0.0	1
JAPAN											**Exchange rate: 0.004092 yen**	
Dentsu Inc.	Tokyo	473,140.0	456,530.0	4.0	3.62 bill.	3.39 bill.	115.63 bill.	885.50 bill.	5,643	5,582	1.0	32
Hakuhodo Inc.	Tokyo	198,931.0	192,568.7	3.0	1.53 bill.	1.46 bill.	48.61 bill.	374.10 bill.	2,911	2,805	4.0	18
Dai-Ichi Kikaku	Tokyo	67,258.3	58,609.0	14.0	480,825.6	416,482.0	16.44 bill.	117.50 bill.	566	531	7.0	11
Daiko Advertising	Osaka	58,095.7	56,513.8	3.0	488,322.5	463,361.5	14.20 bill.	119.34 bill.	1,375	1,397	0.0	37
Tokyu Advertising Agency	Tokyo	52,632.2	52,522.3	0.0	446,769.3	423,364.8	12.86 bill.	109.18 bill.	711	694	2.0	N/A
Asatsu Inc.	Tokyo	32,940.6	30,690.0	7.0	257,427.7	239,631.6	8.05 bill.	62.91 bill.	600	530	13.0	12
McCann-Erickson Hakuhodo	Tokyo	32,762.0	31,299.0	5.0	218,523.0	208,764.0	8.01 bill.	53.40 bill.	478	486	- 2.0	N/A
Asahi Advertising	Tokyo	31,751.5	29,298.7	8.0	195,218.5	188,518.4	7.76 bill.	47.71 bill.	846	855	- 1.0	29
Dai-Ichi Advertising	Tokyo	26,553.0	24,879.4	7.0	191,630.0	179,350.0	6.49 bill.	46.83 bill.	520	523	- 1.0	N/A
Chuo Senko Advertising	Tokyo	22,915.2	22,997.0	0.0	158,237.6	149,112.5	5.60 bill.	38.67 bill.	305	320	- 5.0	8
Orikomi Advertising	Tokyo	17,856.0	18,129.8	- 2.0	166,192.2	164,248.9	4.36 bill.	40.61 bill.	347	364	- 5.0	5
Man-Nen-Sha	Osaka	17,020.5	17,104.6	0.0	230,593.8	233,373.1	4.16 bill.	56.35 bill.	498	498	0.0	13
J. Walter Thompson Japan	Tokyo	16,707.5	15,854.0	5.0	111,388.8	105,698.9	4.08 bill.	27.22 bill.	323	319	1.0	2
Nihon Keizaisha Advertising	Tokyo	16,608.8	16,017.9	4.0	105,039.1	100,541.8	4.06 bill.	25.67 bill.	454	431	5.0	11
Nippo Marketing & Advertising	Tokyo	14,240.2	12,843.0	11.0	99,931.0	89,000.0	3.48 bill.	24.42 bill.	247	230	7.0	1
Meitsu Advertising	Tokyo	13,684.0	12,877.5	6.0	85,523.0	83,084.0	3.34 bill.	20.90 bill.	275	265	4.0	7
DYR K.K.	Tokyo	12,565.0	11,628.0	8.0	95,959.0	92,767.0	3.07 bill.	23.45 bill.	216	227	- 5.0	1
Standard Advertising	Tokyo/Osaka	9,415.7	9,124.8	3.0	76,864.1	79,346.2	2.30 bill.	18.78 bill.	149	165	- 10.0	2
Grey-Daiko Advertising	Tokyo	6,551.3	6,486.0	1.0	44,627.0	44,185.0	1.60 bill.	10.91 bill.	138	137	1.0	1
Asia Advertising Agency	Tokyo	3,572.3	2,629.2	36.0	12,817.2	9,639.3	872,998.0	3.13 bill.	30	N/A	N/A	N/A
NDC/DFS International	Tokyo	2,985.2	2,022.1	47.0	10,870.7	9,314.2	729,530.0	2.66 bill.	33	30	10.0	1
Leo Burnett-Kyodo	Tokyo	2,506.0	2,015.4	24.0	6,708.0	3,791.0	612,420.0	4.08 bill.	45	33	36.0	1
Ketchum Advertising (Japan)	Tokyo	1,814.4	1,190.7	52.0	12,771.8	8,184.0	443,408.0	3.12 bill.	27	26	4.0	1
D'Arcy Masius Benton & Bowles	Tokyo	1,685.0	1,694.0	- 1.0	22,829.0	22,511.0	411,740.0	5.58 bill.	4	3	33.0	1
Orikomi Bates	Tokyo	1,223.1	1,195.4	2.0	9,661.4	10,066.0	298,899.0	2.36 bill.	26	22	18.0	1
Meitsu BJK&E	Tokyo	982.0	785.7	25.0	6,138.0	4,910.4	240,000.0	1.50 bill.	25	23	9.0	N/A
Dentsu S&H	Tokyo	646.0	480.0	35.0	3,284.0	N/A	157,911.1	802,541.5	11	10	10.0	1
Yomiko DFS International	Tokyo	437.3	295.3	48.0	3,083.3	2,080.4	106,859.0	753,625.0	15	14	7.0	1
Ogilvy & Mather	Tokyo	136.1	N/A	N/A	908.0	N/A	33,269.6	221,908.0	6	N/A	N/A	1
FCB (Japan) Co.	Tokyo	106.3	57.0	86.0	709.0	380.0	25,977.0	173,266.6	6	6	0.0	1
JORDAN											**Exchange rate: 2.8637 J dinar**	
Intermarkets-Jordan	Amman	544.1	343.6	58.0	3,551.0	2,491.4	190.0	1,240.0	17	14	21.0	1
KENYA											**Exchange rate: 0.6 shilling**	
Ogilvy & Mather (Eastern Africa)	Nairobi	642.0	690.5	- 7.0	2,729.7	3,078.0	KSh10,700.0	KSh45,495.5	46	46	0.0	1
McCann-Erickson (Kenya)	Nairobi	595.0	484.0	23.0	3,969.0	3,228.0	9,918.0	66,153.0	35	34	3.0	N/A
KUWAIT											**Exchange rate: 3.5714 K dinar**	
Intermarkets-Kuwait	Kuwait	1,092.8	1,125.0	- 3.0	6,921.4	7,428.5	KD306.0	KD1,938.0	24	24	0.0	1
LEBANON											**Exchange rate: 0.075 pound**	
H&C Leo Burnett	Beirut	1,716.0	963.4	78.0	11,441.0	6,425.7	Leb£22,880.0	Leb£152,541.0	N/A	N/A	N/A	1
Intermarkets-Lebanon	Beirut	975.0	519.8	88.0	3,450.0	2,737.5	13,400.0	74,600.0	32	30	7.0	1
Enterprise Middle East	Athens, Greece	328.0	N/A	N/A	2,187.0	N/A	N/A	N/A	3	N/A	N/A	1
MALAWI											**Exchange rate: 0.57 kwacha**	
Graphic:Lintas Malawi	Blantyre	154.4	123.7	25.0	830.0	796.6	Mkwa271.0	Mkwa1,456.2	23	23	0.0	1
MALAYSIA											**Exchange rate: 0.4080 M dollar**	
Ogilvy & Mather	Kuala Lumpur	3,649.0	3,439.0	6.0	24,340.0	22,941.0	M$8,944.0	M$59,656.0	132	133	- 1.0	1
Ted Bates (Malaysia)	Kuala Lumpur	2,370.0	2,370.0	0.0	15,900.0	15,900.0	5,800.0	39,000.0	71	74	- 4.0	1
PTM Thompson Advertising	Kuala Lumpur	2,162.4	2,162.4	0.0	14,416.7	14,416.7	5,300.0	35,335.0	110	110	0.0	1
AMC Compton	Kuala Lumpur	2,142.0	999.0	114.0	14,280.0	6,658.4	5,250.0	35,000.0	N/A	52	N/A	1
KHK Needham Standard	Kuala Lumpur	2,067.8	1,695.4	22.0	15,647.9	12,967.0	5,068.1	38,352.8	93	82	13.0	1
SSC&B: Lintas	Kuala Lumpur	2,006.0	2,075.4	- 3.0	13,379.8	13,842.9	4,916.6	32,793.7	79	73	8.0	2

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000: national currency)	Billings 1985 ($000: national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Leo Burnett Co.	Kuala Lumpur	1,910.0	1,872.3	2.0	12,733.0	12,488.5	4,681.0	31,208.0	87	86	1.0	1
McCann-Erickson	Kuala Lumpur	1,237.0	1,141.0	8.0	8,251.0	7,610.0	3,031.0	20,217.0	47	41	15.0	N/A
DYR	Kuala Lumpur	1,211.0	1,192.0	2.0	6,727.0	6,696.0	2,969.1	16,487.7	44	41	7.0	1
Wings Creative	Kuala Lumpur	1,060.8	816.0	30.0	7,507.2	6,568.8	2,600.0	18,400.0	65	51	27.0	1
Kenyon & Eckhardt	Kuala Lumpur	830.0	855.0	- 3.0	5,535.0	5,704.0	2,034.0	13,567.0	48	45	7.0	1
Ronald Quay	Kuala Lumpur	673.2	489.6	38.0	4,080.0	3,060.0	1,650.0	10,000.0	50	40	25.0	1
DFS Malaysia	Kuala Lumpur	600.7	N/A	N/A	3,432.0	N/A	1,472.4	8,412.0	36	N/A	N/A	1
Meridian Advertising	Kuala Lumpur	448.0	412.0	9.0	2,979.0	2,739.0	1,097.0	7,302.0	30	25	20.0	1
Francis Lim, Zulkifli & Ayer	Kuala Lumpur	365.7	357.1	2.0	1,591.4	1,701.1	896.3	3,900.5	26	26	0.0	1
Grant Advertising	Kuala Lumpur	353.4	197.7	79.0	2,123.1	1,211.9	866.2	5,023.6	19	12	58.0	1
MALTA												**Exchange rate: 2.26 pound**
BPC International	Valetta	153.0	96.3	59.0	1,019.3	725.5	M£67.7	M£451.0	20	19	5.0	1
MEXICO												**Exchange rate: 0.00372 peso**
Publicidad Ferrer	Mexico City	7,017.2	3,561.8	97.0	46,781.3	23,745.6	Ps1.89 bill.	Ps12.58 bill.	147	145	0.0	1
McCann-Erickson	Mexico City	5,353.0	2,634.0	103.0	35,705.0	17,569.0	1.44 bill.	9.60 bill.	231	162	43.0	N/A
Noble & Asociados	Mexico City	5,081.6	3,716.7	37.0	14,483.3	9,944.5	1.37 bill.	6.60 bill.	420	431	- 3.0	2
J. Walter Thompson de Mexico	Mexico City	4,829.6	2,754.5	75.0	32,197.2	18,363.4	1.30 bill.	8.66 bill.	193	188	3.0	1
Garcia-Patto Internacional	Mexico City	4,087.9	2,399.4	70.0	27,252.7	23,650.0	1.10 bill.	7.33 bill.	108	92	17.0	4
Panamericana Ogilvy & Mather	Mexico City	3,011.2	2,017.5	49.0	20,084.5	13,456.6	809,456.0	5.40 bill.	132	113	17.0	1
Leo Burnett	Mexico City	2,839.2	1,306.4	117.0	18,929.0	8,714.1	763,218.0	5.09 bill.	106	95	12.0	1
Young & Rubicam	Mexico City	2,049.0	1,396.0	47.0	13,667.0	9,311.0	550,812.0	3.67 bill.	97	96	1.0	1
Paulino Romero	Mexico City	2,000.2	1,265.2	58.0	13,064.6	8,329.1	537,687.0	3.51 bill.	103	90	14.0	1
Iconic	Mexico City	1,848.0	1,004.4	84.0	12,320.1	6,696.0	496,800.0	3.31 bill.	89	85	5.0	1
Doyle Dane Bernbach	Mexico City	1,679.8	967.8	74.0	11,710.2	6,578.2	451,560.0	3.15 bill.	84	81	4.0	1
Dieste, Merino/BBDO	Mexico City	1,567.0	1,007.5	56.0	11,692.7	6,719.7	421,242.0	3.14 bill.	50	40	25.0	1
Publicidad D'Arcy	Mexico City	1,423.3	898.5	58.0	9,319.3	8,996.0	382,602.0	2.51 bill.	77	90	- 14.0	N/A
Kenyon & Eckhardt de Mexico	Mexico City	1,261.6	673.8	87.0	8,719.3	3,940.5	339,140.8	2.34 bill.	42	42	0.0	1
Teran Publicidad	Mexico City	1,075.1	680.8	58.0	4,981.2	3,225.8	289,000.0	1.85 bill.	65	65	0.0	1
Campbell-Ewald	Mexico City	930.0	682.0	36.0	6,203.0	4,549.0	249,904.0	1.67 bill.	59	66	- 11.0	N/A
Ideas y Hechos/Grey	Mexico City	842.9	376.2	124.0	5,283.1	2,343.6	226,577.8	1.42 bill.	42	31	35.0	1
Scali, McCabe, Sloves de Mexico	Mexico City	613.8	429.0	43.0	4,091.9	2,859.7	164,994.8	1.10 bill.	41	43	- 5.0	1
Alcazar Montenegro/Compton	Mexico City	572.0	248.1	130.6	3,813.0	1,653.9	153,759.0	1.03 bill.	30	31	- 3.0	1
Foote, Cone & Belding de Mexico	Mexico City	545.6	415.4	31.0	3,639.1	2,770.5	146,664.9	978,255.1	42	35	20.0	1
SSC&B:Lintas Mexico	Mexico City	326.4	191.1	71.0	2,130.0	1,178.0	87,736.0	572,595.0	25	20	25.0	1
La Compania Bozell & Jacobs	Mexico City	296.4	239.6	24.0	1,992.5	1,449.1	79,682.0	535,623.0	21	23	- 9.0	1
NAMIBIA												**Exchange rate: 0.4179 rand**
SSC&B:Lintas Namibia	Windhoek	11.2	14.1	- 21.0	69.3	76.9	R26.9	R165.7	1	1	0.0	1
NETHERLANDS												**Exchange rate: 0.2956 guilder**
Ogilvy & Mather (Nederland)	Amsterdam	7,203.8	5,823.3	24.0	48,050.0	38,842.0	Dfl24,370.0	Dfl162,550.0	179	144	24.0	6
FHV/BBDO	Amstelveen	6,425.0	5,870.0	9.0	42,832.0	38,526.0	21,736.0	144,900.0	117	109	7.0	1
Prad/Alliance Group	Amsterdam	6,060.0	5,137.8	18.0	40,409.0	34,201.0	20,507.0	136,700.0	88	84	5.0	4
Young & Rubicam B.V.	Amsterdam	5,769.0	4,716.0	2.0	38,479.0	31,453.0	19,499.0	130,174.5	124	105		2
Saatchi & Saatchi	Amsterdam	5,626.7	3,990.6	41.0	37,541.2	26,604.0	19,035.0	127,000.0	95	80	19.0	1
PPGH/Moussault	Amsterdam	5,526.8	3,614.3	53.0	36,864.0	24,107.0	18,697.0	124,709.0	80	57	40.0	N/A
Lintas Netherlands	Amsterdam	5,480.6	5,145.1	7.0	39,488.9	36,253.1	18,540.5	133,589.0	113	118	- 4.0	1
Noordervliet & Winninghoff/ Leo Burnett B.V.	Amsterdam	4,624.4	4,168.0	11.0	30,831.0	30,831.0	15,644.0	104,299.0	91	76	20.0	1
Prins, Meijer, Stamenkovits & van Walbeek	Amsterdam	4,595.0	4,170.0	10.0	30,649.0	27,814.0	15,531.0	103,685.6	62	60	3.0	1
J. Walter Thompson Co.	Amsterdam	4,487.5	4,343.6	3.0	29,918.2	28,958.5	15,181.0	101,211.7	97	85	14.0	2
ARA B.V.	Rotterdam	4,472.0	3,570.0	25.0	29,814.0	23,796.0	15,129.0	100,860.0	60	70	- 14.0	1
McCann-Erickson (Nederland)	Amsterdam	4,458.0	4,359.0	2.0	29,735.0	29,075.0	15,082.0	100,597.0	103	89	16.0	N/A
HCM Netherlands	The Hague	3,991.0	3,577.0	12.0	26,604.0	23,796.0	13,500.0	190,000.0	70	66	6.0	2
DMM/Result	Amsterdam	3,463.0	3,420.0	1.0	23,098.0	22,817.0	11,715.0	78,140.0	70	69	1.0	1
Publicis Intermarco	Amsterdam	3,171.0	3,531.0	- 10.0	21,135.0	23,549.0	10,726.0	71,500.0	76	73	4.0	2
Geudeker Oerlemans & Needham	Amstelveen	3,023.0	2,398.3	26.0	20,163.7	15,996.9	10,226.8	68,212.7	55	58	5.0	2
FCB Netherlands	Amsterdam	2,995.0	2,925.0	2.0	19,979.0	19,510.0	10,133.0	67,587.0	60	82	- 27.0	1
Benton & Bowles	Amsterdam	2,696.9	2,513.6	8.0	17,979.2	16,757.1	9,123.4	60,822.6	55	53	4.0	1
HVR Advertising	Amstelveen	2,542.2	2,496.6	2.0	16,937.9	16,642.3	8,600.0	57,300.0	50	48	4.0	N/A
DDB	Amsterdam	2,258.7	2,244.2	1.0	16,163.7	17,161.6	7,641.0	54,681.0	40	42	- 5.0	2
TBWA	Amsterdam	2,195.0	1,400.0	57.0	17,520.0	17,505.0	7,427.0	59,269.0	34	28	21.0	1
Ayer Group/Netherlands	Amsterdam	2,107.0	2,048.5	3.0	14,046.6	13,656.7	7,127.8	47,518.7	49	45	9.0	4
BBDO Industrieel	Amstelveen	2,010.1	1,448.4	39.0	13,331.6	9,607.0	6,800.0	45,100.0	37	25	48.0	1
Grey Amsterdam	Amsterdam	1,892.7	1,566.1	21.0	12,624.5	10,445.8	6,403.0	42,708.0	48	39	23.0	4
GGK Amsterdam/KVH	Amsterdam	1,862.0	1,748.0	7.0	12,415.0	11,715.0	6,300.0	42,000.0	30	30	0.0	1
Ted Bates	Amsterdam	1,260.7	1,200.7	5.0	9,277.4	9,383.2	4,264.8	31,385.1	33	33	0.0	1
Dorland DFS Holland	Amsterdam	1,241.5	1,330.2	- 7.0	11,232.8	13,449.8	4,200.0	38,000.0	42	58	- 28.0	2
Campbell-Ewald Nederland	Amsterdam	890.0	808.0	10.0	5,936.0	5,388.0	3,011.0	20,083.0	16	20	- 20.0	N/A
Push	Gorinchem	824.6	384.3	114.6	5,500.0	2,563.1	2,789.5	18,606.2	17	10	70.0	1
Klein/Theeuwes/Vandermeulen	Amsterdam	798.1	642.9	24.0	5,320.8	4,286.2	12,700.0	10,000.0	15	12	25.0	N/A
RSCG van Diggele, Janzen, Schoenmaker	Amsterdam	655.8	655.8	0.0	4,437.6	4,328.3	2,216.6	14,999.1	N/A	N/A	N/A	N/A
Impuls/BBDO	Amstelveen	650.3	561.6	16.0	4,315.0	3,665.4	2,200.0	14,600.0	15	11	36.0	1
Bartels/Verdonk	Amstelveen	561.6	N/A	N/A	3,813.2	N/A	1,900.0	12,900.0	11	N/A	N/A	1
NEW ZEALAND												**Exchange rate: 0.4907 NZ dollar**
Colenso Communications	Auckland	4,680.8	3,785.6	24.0	23,403.9	18,928.0	NZ$9,539.0	NZ$47,695.0	N/A	N/A	N/A	2

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
J. Inglis Wright Ltd.	Wellington	3,599.7	2,687.6	34.0	18,359.4	13,914.7	7,254.4	37,414.7	98	103	- 5.0	3
Saatchi & Saatchi Compton	Auckland	3,289.2	2,887.8	14.0	16,051.4	13,825.5	6,703.0	32,711.2	80	87	- 8.0	3
MDA Mackay King Advertising	Wellington	2,626.3	1,700.0	54.0	11,594.2	5,803.5	5,185.7	22,942.8	71	55	29.0	2
Dobbs-Wiggins McCann-Erickson	N/A	2,511.0	N/A	N/A	16,748.0	N/A	5,118.0	34,137.0	82	N/A	N/A	N/A
D'Arcy Masius Benton & Bowles	Auckland	2,420.0	2,070.0	17.0	12,543.0	10,671.0	4,935.0	25,561.0	73	72	1.0	2
Ogilvy & Mather	Auckland	2,208.6	1,845.8	20.0	14,731.1	12,311.2	4,500.8	30,021.0	72	80	- 10.0	2
Rialto Advertising	Auckland	1,963.1	1,361.5	44.0	9,815.5	6,807.4	4,000.0	20,003.0	N/A	N/A	N/A	2
J. Walter Thompson New Zealand	Wellington	1,860.3	1,484.9	25.0	11,387.0	9,899.5	3,479.1	23,205.6	45	50	- 10.0	2
Leo Burnett Co.	Auckland	1,739.0	1,570.2	11.0	11,591.0	10,473.5	3,543.0	23,621.0	N/A	N/A	N/A	1
SSC&B: Lintas	Wellington	1,187.0	1,036.0	15.0	6,000.0	5,366.0	2,420.0	12,227.0	40	36	11.0	2
Mainstream/FCB	Auckland	763.3	469.3	63.0	5,091.4	3,130.0	1,555.6	10,375.8	20	14	43.0	1
Ward & Grey Advertising	Auckland	735.1	622.1	18.0	4,903.1	3,008.0	1,498.0	9,991.7	N/A	N/A	1	N/A
Atelier Knowles Marinkovich	Auckland	494.4	460.7	7.0	2,472.2	2,303.7	1,007.6	5,038.2	N/A	N/A	N/A	1
Eagle Marketing Services	Auckland	437.0	206.0	112.0	2,515.0	1,427.0	890,000.0	5,125,000.	11	7	57.0	1
NORWAY												Exchange rate: 0.1194 kroner
Ted Bates	Oslo	9,653.0	8,361.0	15.0	68,218.0	54,993.0	NKr80,847.0	NKr571,341.0	202	195	4.0	1
Forenede Annonsebyraer	Oslo	4,880.4	4,850.9	1.0	31,798.4	30,424.0	40,874.0	266,318.0	108	103	5.0	N/A
B&B A/S	Oslo	4,149.0	3,183.0	30.0	27,700.0	21,240.0	34,750.0	232,000.0	90	80	13.0	4
Ogilvy & Mather Norway	Oslo	3,725.7	3,104.3	20.0	24,346.8	20,147.6	31,203.3	203,909.2	65	60	8.0	1
Scaneco-Young & Rubicam	Oslo	3,547.0	2,692.0	32.0	23,658.0	17,955.0	29,724.0	198,254.0	70	60	17.0	N/A
Lund & Lommer A/S	Oslo	3,358.0	3,073.2	9.0	8,873.0	9,224.8	28,124.0	74,313.0	62	68	- 9.0	3
Reklamens Hus/McCann	Oslo	2,094.0	1,802.0	16.0	13,967.0	12,019.0	17,535.0	116,958.0	44	37	19.0	N/A
Anderson & Lembke	Oslo	2,000.0	1,800.0	11.0	23,900.0	11,400.0	16,750.0	200,162.5	N/A	N/A	N/A	N/A
Heltberg Creative Service	Oslo	1,811.0	1,694.0	7.0	11,806.0	12,307.0	15,170.0	98,879.0	34	39	- 13.0	1
Ottesen Bates	Oslo	1,791.0	849.0	111.0	13,788.0	11,353.0	15,000.0	115,477.0	32	36	- 11.0	1
Myres/Lintas	Oslo	1,244.9	1,115.7	12.0	22,816.9	16,929.4	10,426.0	191,096.0	75	67	12.0	3
Foote Cone & Belding A/S	Oslo	1,223.7	920.3	33.0	8,162.3	6,138.6	10,249.0	68,361.0	22	17	29.0	1
BAB Bates A/S	Oslo	1,191.0	1,408.0	- 15.0	9,344.0	10,680.0	9,987.0	78,259.0	30	42	- 29.0	1
Schjaervan/J.W.T.	Oslo	1,138.9	963.7	18.0	7,593.1	6,425.2	9,538.6	63,593.8	21	21	0.0	1
Jensen-Grey A/S	Oslo	954.1	767.3	24.0	6,364.0	5,117.7	7,991.0	53,300.0	20	21	- 5.0	1
Ekko-Bates A/S	Trondheim	876.0	631.0	39.0	5,697.0	4,420.0	7,340.0	47,712.0	19	18	6.0	1
Birkelid & Lunde	Oslo	730.0	764.0	- 4.0	4,627.0	4,975.0	6,111.0	38,749.0	11	10	10.0	1
Bates Vestfold	Larvik	462.0	549.0	- 16.0	2,690.0	4,439.0	3,870.0	22,529.0	11	10	10.0	1
J.T. Kallevig A.S.	Oslo	350.0	249.2	40.0	2,507.4	1,828.3	2,931.0	21,000.0	7	7	0.0	1
PAKISTAN												Exchange rate: 0.0636 rupee
D.J. Keymer	Karachi	343.5	305.3	13.0	2,290.0	2,035.2	5,400.0	36,000.0	35	30	17.0	3
PANAMA												Exchange rate: 1.00 dollar
Campagnani, Aleman Publicidad	Panama City	1,189.0	1,148.0	4.0	7,927.	7,654.0	$1,189.0	$7,927.0	47	44	7.0	1
McCann-Erickson de Panama	Panama City	1,114.0	1,222.0	1.0	7,430.0	7,484.0	1,114.0	7,430.0	38	42	- 10.0	N/A
APCU de Panama	Panama City	225.0	195.0	15.0	1,500.1	1,300.1	225.0	1,500.1	15	14	7.0	1
PARAGUAY												Exchange rate: 0.00173 guarani
J. Walter Thompson	Asuncion	93.1	63.1	48.0	620.4	420.6	G53,790.0	G358,617.7	9	9	0.0	1
McCann-Erickson	Asuncion	25.0	8.0	213.0	167.0	53.0	14,229.0	94,907.0	0	0	0.0	1
PERU												Exchange rate: 0.000265 sol
J. Walter Thompson Peruana	Lima	2,297.0	1,112.0	106.0	15,314.1	7,413.7	S8.67 bill.	S57.79 bill.	87	90	- 3.0	1
McCann-Erickson Publicidad	Lima	1,948.0	1,021.0	91.0	12,993.0	6,810.0	7.35 bill.	49.04 bill.	75	84	- 11.0	N/A
CIA Nacional de Publicidad	Lima	1,212.8	396.8	205.0	8,085.3	2,645.6	4.58 bill.	30.51 bill.	70	68	3.0	1
Publicistas Asociados	Lima	954.0	715.5	33.0	6,360.0	3,702.1	3.60 bill.	24.00 bill.	51	58	- 12.0	1
Properu Publicidad	Lima	511.9	701.6	- 27.0	2,283.0	3,327.5	1.93 bill.	8.62 bill.	52	60	- 13.0	1
Publicidad Causa	Lima	303.0	N/A	N/A	1,517.0	N/A	1.14 bill.	5.72 bill.	N/A	N/A	N/A	1
Inter Publis	Lima	269.2	346.2	- 22.0	1,346.2	1,730.9	1.02 bill.	5.08 bill.	40	35	14.0	1
Peruana Internacional de Publicidad	Lima	237.0	462.3	- 49.0	1,442.3	3,070 9	894,338.5	5.44 bill.	35	40	- 13.0	1
Atisa Publicidad	Lima	134.3	303.2	- 56.0	726.0	1,639.0	506,791.8	2.74 bill.	35	30	17.0	1
Abril Publicidad	Lima	87.0	132.5	- 34.0	493.0	736.0	328,301.5	1.86 bill.	24	18	33.0	1
PHILIPPINES												Exchange rate: 0.056 peso
J. Walter Thompson	Manila	2,535.9	1,790.2	42.0	16,914.0	11,940.7	Ps45,284.0	Ps301,044.0	195	175	11.0	1
Bates-Alcantara	Manila	1,583.0	1,306.0	21.0	11,526.0	9,545.0	28,270.0	205,830.0	118	120	- 2.0	1
McCann-Erickson	Manila	1,457.0	1,129.0	29.0	9,718.0	7,530.0	26,012.0	173,500.0	128	118	8.0	N/A
Ace-Compton	Manila	1,389.7	778.4	79.0	9,269.1	5,189.2	24,815.4	165,518.7	119	110	8.0	1
Advertising & Marketing Associates	Manila	1,202.5	1,106.3	9.0	8,906.3	8,140.8	21,473.8	159,040.4	190	175	9.0	2
Basic/Foote, Cone & Belding	Manila	1,142.1	720.2	59.0	7,616.9	4,799.8	20,394.2	136,016.8	132	86	53.0	4
Lintas-Philippines	Manila	729.8	533.9	37.0	4,638.8	3,609.4	13,032.0	82,836.0	63	48	31.0	N/A
Hemisphere-Leo Burnett	Manila	647.0	406.2	59.0	4,314.0	3,138.0	11,554.0	77,031.0	69	64	8.0	1
Aspac & Grey	Manila	151.2	N/A	N/A	1,008.5	N/A	2,700.0	18,009.0	30	N/A	N/A	1
PORTUGAL												Exchange rate: 0.00587 escudo
McCann-Erickson/Hora Publicidade	Lisbon	1,766.0	1,142.0	55.0	11,779.0	7,617.0	Esc300,921.0	Esc2.01 bill.	78	70	11.0	N/A
Ciesa-NCK Portugal	Lisbon	1,228.2	1,038.2	18.0	8,192.3	6,924.9	209,238.0	1.40 bill.	78	80	- 3.0	1
Publicis Intermarco	Lisbon	1,085.0	916.0	18.0	5,166.0	4,361.0	184,800.0	880,000.0	66	66	0.0	1
Lintas Lisbon	Lisbon	1,082.1	625.4	73.0	7,723.2	4,109.9	184,341.0	1.32 bill.	54	53	2.0	N/A
J. Walter Thompson	Lisbon	980.4	220.8	344.0	6,536.3	1,472.4	167,018.0	1.11 bill.	72	77	- 6.0	1
FCB Portugal	Lisbon	815.1	432.6	88.0	5,437.0	2,885.2	138,867.0	926,243.0	38	35	9.0	1
Sistema	Lisbon	749.3	584.4	28.0	4,997.4	2,851.0	127,650.2	851,350.0	59	44	34.0	1

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Per cent change	Number offices
Unitros Portugal	Lisbon	350.3	238.5	47.0	2,076.4	1,397.7	59,078.1	353,730.0	25	24	4.0	1
Doyle Dane Bernbach & Guerreiro Publicidade	Lisbon	217.1	N/A	N/A	1,206.3	N/A	36,989.0	205,497.0	18	N/A	N/A	1
PUERTO RICO												**Exchange rate: 1.00 dollar**
Badillo/Compton	San Juan	9,400.0	7,800.0	21.0	63,000.0	52,000.0	$9,400.0	$63,000.0	59	44	34.0	4
Marti, Flores, Prieto & Wachtel	San Juan	5,429.3	5,346.9	2.0	36,197.1	35,647.8	5,429.3	36,197.1	84	85	- 1.0	N/A
Young & Rubicam Puerto Rico	San Juan	4,245.0	4,033.0	5.0	28,314.0	26,900.0	4,245.0	28,314.0	77	83	- 7.0	N/A
FCB/Siboney/Espasas	San Juan	3,332.2	3,569.6	- 7.0	22,225.7	23,809.5	3,332.2	22,225.7	83	76	9.0	2
McCann-Erickson (Puerto Rico)	San Juan	2,336.0	1,970.0	19.0	15,581.0	13,140.0	2,336.0	15,581.0	51	45	13.0	N/A
Leo Burnett-Puerto Rico	San Juan	1,857.0	1,987.0	- 7.0	12,381.0	13,213.0	1,857.0	12,381.0	40	46	- 13.0	1
BBDO Puerto Rico	San Juan	1,736.6	N/A	N/A	11,577.4	N/A	1,736.6	11,577.4	30	N/A	N/A	1
J.R. Marquina & Associates	Hato Rey	1,600.0	3,900.0	- 59.0	23,330.0	26,000.0	1,600.0	23,330.0	72	65	11.0	1
CPV Advertising	San Juan	333.6	413.6	- 19.0	2,224.0	2,757.0	333.6	2,224.0	12	12	0.0	1
SAUDI ARABIA												**Exchange rate: 0.2767 ryal**
Intermarkets Saudi Arabia	Jeddah	1,826.2	1,779.2	3.0	11,925.8	10,902.0	RI6,600.0	RI43,100.0	28	27	4.0	1
SINGAPORE												**Exchange rate: 0.4533 S dollar**
Ogilvy & Mather	Singapore	2,398.2	2,413.3	- 1.0	15,996.2	16,098.2	S$5,290.6	S$35,288.3	89	79	13.0	1
McCann-Erickson	Singapore	1,800.	1,752.0	3.0	12,006.0	11,686.0	3,970.0	24,480.0	55	54	2.0	N/A
Leo Burnett	Singapore	1,718.0	1,727.5	- 1.0	1,454.0	11,522.4	3,790.0	25,268.0	59	54	9.0	1
Grant Kenyon & Eckhardt	Singapore	1,481.0	1,716.0	- 14.0	10,245.0	11,378.0	3,265.0	22,600.0	62	75	- 17.0	N/A
DYR	Singapore	1,382.0	1,776.0	- 22.0	7,526.0	9,668.3	3,050.1	16,602.7	41	54	- 24.0	1
Adcom & Grey	Singapore	1,130.7	906.6	25.0	7,541.8	6,047.0	2,494.4	16,637.6	42	40	5.0	1
J. Walter Thompson	Singapore	1,113.2	890.6	25.0	7,421.5	5,937.8	2,455.7	16,372.1	43	39	10.0	1
Gartshore Kerr & Lim/BBDO	Singapore	1,031.8	1,489.7	- 31.0	4,848.6	5,992.6	2,276.2	10,696.3	51	55	- 7.0	N/A
Ted Bates	Singapore	1,020.0	990.0	3.0	6,800.0	6,570.0	2,250.0	15,000.0	48	48	0.0	1
Meridian Advertising	Singapore	966.1	1,205.6	- 20.0	6,402.9	8,041.6	2,131.2	14,125.0	40	47	- 15.0	1
SSC&B Lintas S.E.Asia	Singapore	943.0	1,141.0	- 17.0	6,963.0	8,199.0	2,081.0	15,360.0	32	35	- 9.0	1
Quantum:FCB Advertising	Singapore	871.3	938.6	- 7.0	5,811.5	6,260.4	1,922.1	12,820.4	68	66	3.0	3
Saatchi & Saatchi Compton	Singapore	830.8	769.2	8.0	5,336.3	4,895.7	1,832.7	11,772.2	36	34	6.0	1
Needham Standard Intl.	Singapore	747.0	798.1	- 6.0	4,982.7	4,518.9	1,648.0	10,992.2	29	35	- 17.0	1
DDB Advertising	Singapore	436.6	239.0	83.0	2,896.4	1,544.2	963.1	6,389.5	17	14	21.0	1
D'Arcy Masius Benton & Bowles	Singapore	217.0	300.0	- 28.0	1,795.0	2,279.0	479.0	3,959.0	14	19	- 26.0	1
Chuo Senko Advertising	Singapore	85.1	27.5	209.0	674.4	201.4	187.8	1,487.7	4	3	33.0	1
SOUTH AFRICA												**Exchange rate: 0.481 rand**
Grey Phillips Bunton Mundel & Blake	Johannesburg	6,500.6	5,785.2	12.0	43,359.3	38,587.3	R13,514.8	R90,144.1	253	313	- 19.0	N/A
Young & Rubicam South Africa	Capetown	6,390.1	5,474.7	17.0	42,535.0	36,442.0	13,285.0	88,472.8	344	350	- 2.0	N/A
Bates Wells & Associates	Johannesburg	6,187.0	8,964.0	- 31.0	32,939.0	47,650.0	12,862.0	68,481.0	305	302	1.0	6
Ogilvy & Mather, Rightford Searle-Tripp & Makin	Johannesburg	6,119.0	5,961.0	3.0	37,082.0	36,121.0	18,684.0	77,101.0	233	242	- 4.0	2
Lindsay Smithers-FCB Holdings	Sandton	5,471.0	5,266.0	4.0	36,494.0	35,114.0	11,375.0	75,871.0	252	272	- 8.0	4
Klerck & McCormac	Johannesburg	4,539.8	4,536.6	0.0	27,511.4	27,274.0	9,438.2	57,196.2	194	199	- 3.0	4
J. Walter Thompson South Africa	Johannesburg	3,682.5	3,842.5	- 4.0	24,551.1	25,617.9	7,655.9	51,041.8	142	175	- 19.0	2
McCann-Erickson, G. de Villiers & Co.	Johannesburg	3,433.0	1,438.0	139.0	22,898.0	9,591.0	7,138.0	47,610.0	147	151	- 3.0	N/A
SSC&B:Lintas South Africa	Johannesburg	3,361.0	3,329.3	1.0	20,923.6	21,426.2	6,987.5	43,500.3	141	152	- 7.0	3
D'Arcy Masius Benton & Bowles	Sandton	2,500.2	2,242.8	11.0	15,196.6	14,959.6	5,197.9	31,593.7	96	103	- 7.0	2
McCann-Erickson South Africa	Johannesburg	2,412.0	2,915.0	- 17.0	16,088.0	19,443.0	5,015.0	33,450.0	62	66	- 6.0	N/A
Barker, McCormac Advertising	Johannesburg	2,137.5	2,050.1	4.0	12,627.7	12,205.8	4,443.8	26,253.0	108	107	1.0	N/A
Partnership in Advertising	Johannesburg	1,516.6	1,582.7	- 4.0	10,116.0	10,556.3	3,153.1	21,031.3	41	41	0.0	1
Meridian Advertising	Johannesburg	201.0	N/A	N/A	1,218.0	N/A	418.0	2,533.0	13	N/A	N/A	1
SOUTH KOREA												**Exchange rate: 0.00112 won**
Korea First Advertising	Seoul	12,600.8	11,778.3	7.0	77,518.3	72,850.0	W11.25 bill.	W69.21 bill.	300	274	9.0	1
Oricom Inc.	Seoul	11,884.0	11,473.9	4.0	64,229.5	62,307.2	10.61 bill.	57.35 bill.	354	332	7.0	1
Daehong Advertising	Seoul	5,911.4	4,939.2	20.0	49,008.9	40,588.8	5.28 bill.	43.76 bill.	153	128	20.0	1
Korad	Seoul	5,460.0	4,760.0	15.0	40,440.0	35,300.0	4.88 bill.	36.11 bill.	120	100	20.0	1
LG Ad	Seoul	4,925.0	4,334.0	14.0	48,765.0	44,901.0	4.40 bill.	43.55 bill.	185	169	9.0	1
Union Advertising	Seoul	4,323.2	3,382.4	28.0	41,440.0	35,616.0	3.86 bill.	37.00 bill.	168	152	11.0	1
Seoul Agency	Seoul	1,760.0	1,280.0	38.0	18,500.0	17,700.0	1.57 bill.	16.52 bill.	80	65	23.0	1
Nara Advertising	Seoul	1,341.8	1,344.0	0.0	8,945.5	8,960.4	1.20 bill.	7.99 bill.	56	49	14.0	1
Samhee Advertising	Seoul	337.0	235.0	43.0	9,550.0	5,880.0	300,893.2	8.53 bill.	55	35	57.0	1
Dongbang Advertising	Seoul	N/A	2,923.2	N/A	29,210.0	21,180.0	N/A	26.08 bill.	95	75	27.0	1
SPAIN												**Exchange rate: 0.005839 peseta**
J. Walter Thompson S.A.	Madrid/Barcelona	9,329.0	6,546.8	42.0	62,196.4	43,647.2	Ptas1.60 bill.	Ptas10.65 bill.	192	139	38.0	2
Lintas	Madrid	5,866.6	4,974.7	18.0	41,925.3	35,439.2	1.00 bill.	7.18 bill.	105	97	8.0	3
Grupo Bates	Madrid	5,634.6	5,167.5	9.0	37,749.1	34,471.6	965,000.0	6.47 bill.	134	143	- 6.0	5
Tiempo/BBDO	Madrid/Barcelona	5,124.3	4,443.5	15.0	42,349.7	39,336.2	877,600.0	7.25 bill.	95	92	3.0	2
HCM	Madrid/Barcelona	4,729.6	3,643.0	30.0	31,546.4	24,300.0	810,000.0	5.40 bill.	91	93	- 2.0	2
McCann-Erickson	Madrid	4,699.9	4,157.4	13.0	31,355.4	27,676.9	804,915.8	5.37 bill.	N/A	N/A	N/A	N/A
Tandem/DDB	Madrid	4,686.6	4,097.3	14.0	31,244.5	27,326.5	802,630.0	5.35 bill.	102	94	9.0	2
Cid Publicidad	Barcelona	4,601.1	4,157.4	11.0	30,362.8	28,027.2	788,000.0	5.20 bill.	102	110	- 7.0	5
TAPSA	Madrid	4,436.6	2,049.5	117.0	32,290.0	13,663.3	760,000.0	5.53 bill.	70	41	71.0	1
Clarin Publicidad	Madrid	4,167.8	3,637.7	15.0	27,793.6	24,231.9	713,793.0	4.76 bill.	N/A	N/A	N/A	N/A
Bassat, Ogilvy & Mather	Barcelona/Madrid	3,394.0	3,043.2	12.0	22,638.0	20,298.0	581,265.0	3.88 bill.	98	91	8.0	2
Danis/Benton & Bowles	Barcelona	3,386.6	3,036.3	12.0	24,523.8	23,356.0	580,000.0	4.20 bill.	86	92	- 7.0	1
NCK Espanola	Madrid	3,340.2	3,750.7	- 11.0	22,279.3	25,017.1	572,053.0	3.82 bill.	66	78	- 15.0	1

Agency	City	Gross income 1985	Gross income 1984	Per cent change income	Billings 1985	Billings 1984	Gross income 1985	Billings 1985	Employes 1985	Employes 1984	Employes Per cent change	Number offices
		($000)			($000)		($000; national currency)					
MMLB	Madrid	3,328.2	3,941.3	- 16.0	22,188.2	26,275.5	570,000.0	3.80 bill.	34	N/A	N/A	1
Young & Rubicam Espana	Madrid	3,145.0	2,461.0	28.0	20,977.0	16,413.0	538,613.0	3.60 bill.	87	75	16.0	2
Saatchi & Saatchi Compton	Madrid/Barcelona	2,991.7	1,403.6	113.0	19,560.7	10,407.6	512,360.0	3.35 bill.	37	42	- 12.0	2
Arge	Madrid	2,596.5	1,754.0	48.0	16,860.1	12,042.0	444,780.5	2.90 bill.	57	50	14.0	6
Los Tiroleses	Madrid	2,493.3	2,090.4	19.0	20,436.5	15,765.3	427,000.0	3.50 bill.	28	28	0.0	N/A
Contrapunto	Madrid	2,382.3	2,183.8	9.0	15,858.7	14,550.8	408,000.0	2.72 bill.	44	39	13.0	2
Leo Burnett	Madrid	2,195.5	1,995.8	10.0	14,637.0	13,312.3	376,000.0	2.51 bill.	51	54	- 6.0	1
Interalas/DMB&B	Madrid	2,073.0	2,026.0	2.0	13,826.0	13,514.0	355,000.0	2.37 bill.	73	73	0.0	4
Ricardo Perez Asociados	Madrid	1,996.9	1,751.7	14.0	13,137.8	11,678.0	342,000.0	2.25 bill.	21	20	5.0	2
BCK Alliance	Barcelona	1,795.0	1,482.6	21.0	11,970.0	9,867.9	307,000.0	2.05 bill.	25	24	4.0	2
Grey Barcelona	Barcelona	1,372.2	1,354.7	1.0	9,152.6	9,035.9	235,000.0	1.60 bill.	32	32	0.0	2
R.C.P.	Barcelona	1,284.6	1,074.4	20.0	6,604.0	4,969.0	220,000.0	1.13 bill.	22	18	22.0	1
Grey Espana	Madrid	1,237.9	881.7	40.0	8,256.8	5,879.9	212,000.0	1.42 bill.	30	25	20.0	2
Grupo Barro	Madrid	1,173.6	483.3	143.0	7,816.1	2,107.9	201,000.0	1.34 bill.	23	13	77.0	1
Intermarco Publicis	Madrid	1,029.0	888.2	16.0	7,281.0	6,085.0	176,280.0	1.25 bill.	31	25	24.0	2
Ogilvy & Mather Direct	Barcelona	833.4	514.6	62.0	5,558.9	3,432.1	142,733.0	952,029.0	23	11	109.0	2
Vitruvio 30	Madrid	811.0	671.0	21.0	5,407.0	4,473.0	139,000.0	926,000.0	16	15	7.0	1
TBWA Espana	Madrid	780.4	630.6	24.0	5,200.0	4,204.1	133,650.0	891,000.0	21	20	5.0	1
RSCG & Asociados	Madrid	765.1	765.1	0.0	5,377.6	5,049.7	131,031.0	920,967.8	N/A	N/A	N/A	1
EQUIPO 3	Madrid	549.0	321.0	71.0	4,087.0	2,143.0	94,000.0	700,000.0	14	10	40.0	1
GGK Barcelona/Madrid	Barcelona/Madrid	514.0	491.0	5.0	3,427.0	3,275.0	88,000.0	586,900.0	19	27	- 30.0	2
FCB	Madrid	489.3	755.6	- 35.0	3,263.3	5,040.2	83,791.0	558,886.0	1	30	- 97.0	2
RZR	Madrid	339.0	N/A	N/A	2,266.7	N/A	58,200.0	388,194.0	10	N/A	N/A	N/A
ECOM	Madrid	245.2	N/A	N/A	1,751.7	N/A	42,000.0	300,000.0	11	N/A	N/A	1
Kenyon & Eckhardt Espana	Madrid	193.0	N/A	N/A	599.5	N/A	33,053.2	102,665.3	7	N/A	N/A	1
Campbell-Ewald Espanola	N/A	186.4	294.0	- 37.0	1,241.0	1,961.0	31,921.0	212,913.0	8	10	- 10.0	N/A
Bahima, Bozell & Jacobs	Barcelona	97.0	N/A	N/A	646.4	N/A	15,000.0	100,000.0	N/A	N/A	N/A	1
SRI LANKA								**Exchange rate: 0.0367 rupee**				
Grant Kenyon & Eckhardt	Colombo	391.8	257.1	52.0	2,126.5	1,431.2	SLr10,675.5	SLr57,941.9	99	93	6.0	1
Thompson Lanka	Colombo	308.3	192.7	60.0	2,055.3	1,284.6	8,400.0	56,002.8	52	35	49.0	1
Minds Lanka	Colombo	48.4	40.4	20.0	220.2	183.5	1,320.0	6,000.0	19	20	- 5.0	N/A
SWEDEN								**Exchange rate: 0.1147 kroner**				
Ted Bates AB	Stockholm	8,140.0	6,896.0	18.0	59,806.0	51,689.0	SKr70,967.0	SKr521,409.0	166	158	5.0	3
Grey Svenska	Stockholm	7,218.1	5,324.4	36.0	48,145.0	35,514.0	62,930.0	419,743.0	141	130	8.0	8
Annonsbyran Svea	Stockholm	5,803.8	5,011.4	16.0	56,254.0	49,648.6	50,600.0	506,000.0	N/A	N/A	N/A	N/A
Hans Brindfors	Stockholm	5,607.0	3,898.9	44.0	24,999.6	18,661.1	48,884.0	217,956.0	N/A	N/A	N/A	N/A
Andersen & Lembke	Stockholm	4,800.0	4,200.0	14.0	29,500.0	26,800.0	41,846.4	257,181.0	N/A	N/A	N/A	2
Young & Rubicam AB	Stockholm	3,739.0	3,672.0	2.0	24,939.0	24,493.0	32,604.0	217,468.1	91	67	36.0	N/A
Falk & Pihl/DDB	Stockholm	3,524.0	3,797.4	- 7.0	24,169.7	25,316.1	30,723.2	210,720.9	24	24	0.0	1
Ehrenstrahle Intl.	Stockholm	3,342.1	2,828.4	18.0	22,292.0	18,865.4	29,138.0	194,350.0	60	52	15.0	3
Kreativ Information	Stockholm	2,949.5	N/A	N/A	9,221.9	N/A	25,715.0	80,400.0	N/A	N/A	N/A	N/A
Svenska Intermarco Farner	Stockholm	2,916.5	1,918.0	52.0	19,453.0	16,831.1	25,427.0	169,598.0	60	56	7.0	3
HLR/BBDO AB	Stockholm	2,814.4	2,863.4	1.0	21,577.0	21,952.5	24,537.0	188,117.0	43	46	- 7.0	1
Hall & Cederquist	Stockholm	2,706.9	1,766.4	53.0	9,061.3	6,710.0	23,600.0	79,000.0	N/A	N/A	N/A	N/A
Stig Arbman	Stockholm	2,672.5	2,638.1	1.0	12,009.1	11,928.8	23,300.0	104,700.0	N/A	N/A	N/A	N/A
Ogilvy & Mather AB	Stockholm	2,612.0	2,551.2	2.0	17,423.0	18,026.3	22,772.0	151,900.0	54	67	- 19.0	5
Reklam Konsultation	Stockholm	2,475.2	1,551.4	60.0	16,501.0	13,526.0	21,579.3	143,862.0	N/A	N/A	N/A	N/A
Blanking	Stockholm	2,294.0	2,064.6	11.0	17,205.0	14,911.0	20,000.0	150,000.0	50	46	9.0	2
SSC&B:Lintas AB	Stockholm	2,121.5	1,970.9	8.0	11,213.8	10,830.9	18,496.3	97,766.8	46	47	- 2.0	1
DMB&B	Stockholm	1,767.0	1,367.2	29.0	18,681.0	16,156.0	15,408.0	162,864.0	40	40	0.0	1
McCann-Erickson AB	Stockholm	1,724.0	1,453.0	19.0	11,499.0	9,692.0	15,031.0	100,257.0	49	39	26.0	N/A
J. Walter Thompson AB	Stockholm	1,319.2	1,117.3	18.0	8,793.7	7,449.0	11,501.0	76,667.2	24	21	14.0	1
Foote, Cone & Belding	Stockholm	1,231.6	1,435.1	- 14.0	8,214.6	9,801.5	10,737.4	71,618.5	32	30	7.0	2
Sandler Needham	Stockholm	1,170.0	1,376.0	- 15.0	8,262.0	9,176.0	10,200.0	72,034.0	14	10	40.0	1
Nedeby Ayer	Stockholm	715.7	751.0	- 5.0	4,773.9	5,011.1	6,240.0	41,620.8	18	19	- 5.0	1
SWITZERLAND								**Exchange rate: 0.4017 franc**				
McCann-Erickson S.A.	Geneva/Zurich	4,390.0	3,726.0	18.0	29,281.0	24,852.0	SF10,928.0	SF72,890.0	68	70	- 3.0	N/A
GGK Basel/Zurich	Zurich	4,252.0	3,896.0	9.0	28,361.0	26,030.0	10,586.0	70,602.0	69	69	0.0	2
Advico AG	Zurich	4,236.7	3,978.0	7.0	21,555.2	20,344.1	10,574.0	53,660.0	63	52	21.0	1
Adolf Wirz AG	Zurich	4,051.9	3,844.6	5.0	27,026.4	25,646.5	10,087.0	67,280.0	60	59	2.0	4
Young & Rubicam AG	Zurich	3,783.0	3,214.0	18.0	25,233.0	21,439.0	9,420.0	62,830.2	66	68	- 3.0	N/A
Gisler & Gisler/BBDO	Zurich	3,554.2	3,369.5	5.0	23,706.7	22,474.3	8,848.0	59,016.0	62	61	2.0	1
Farner (Publicis Group)	Zurich	3,445.0	3,563.0	- 3.0	22,977.0	23,761.0	8,575.0	57,200.0	62	68	- 9.0	1
Lintas:Zurich	Zurich	2,795.4	2,208.4	27.0	18,645.1	14,730.2	6,958.9	46,415.6	49	46	7.0	1
Doyle Dane Bernbach AG	Zurich	2,626.9	2,950.8	11.0	17,521.5	19,681.8	6,539.5	43,618.3	46	49	- 6.0	1
HCM Switzerland	Zurich	2,513.0	2,290.0	10.0	16,762.0	15,274.0	6,256.0	41,727.0	63	68	- 7.0	2
Schellenberg, Ogilvy & Mather	Zurich	2,430.0	2,001.0	21.0	16,200.0	13,336.0	6,050.0	40,320.0	42	35	20.0	1
Heimann/Unicom	Geneva/Zurich	2,370.0	1,209.0	96.0	16,068.0	8,074.0	5,900.0	40,000.0	43	27	59.0	2
Kloeti Advertising	Zurich	2,229.4	1,896.0	18.0	14,862.9	14,549.6	5,550.0	37,000.0	31	31	0.0	1
Seiler Zurich Werbeagentur	Zollikerberg	2,189.2	2,155.2	2.0	14,602.2	14,414.4	5,012.0	33,430.0	42	33	27.0	1
Aebi und Partner	Zurich	2,088.5	1,526.5	37.0	13,256.1	9,239.1	5,200.0	33,000.0	N/A	N/A	N/A	N/A
Zutter Sommer Marketing	Basel	2,072.0	2,016.5	3.0	14,194.1	14,107.7	5,158.0	35,335.0	28	25	12.0	1
Marsden, Hartmann & Leo Burnett	Zurich	2,024.0	N/A	N/A	13,492.0	N/A	5,038.0	33,588.0	35	N/A	N/A	1
Dieter Jaeggi	Bern/Zurich	2,012.5	1,787.6	13.0	13,416.8	11,930.5	5,010.0	33,400.0	30	N/A	1.0	2
J. Walter Thompson AG	Zurich	1,855.4	1,742.4	6.0	12,375.0	11,616.0	4,620.0	30,815.0	31	30	3.0	1
TBWA	Zurich	1,625.0	1,321.6	23.0	10,839.0	8,815.3	4,045.0	26,983.0	22	22	0.0	1
Barlogis und Jaeggi	Zurich	1,536.9	1,506.4	2.0	10,251.4	10,047.7	3,826.0	25,520.0	33	N/A	N/A	1

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985 ($000; national currency)	Employes 1985	Employes 1984	Employes Per cent change	Number offices
Impuls Werbung	Zurich	1,375.0	1,245.3	10.0	9,142.7	8,837.4	3,423.0	22,760.0	23	N/A	N/A	N/A
BEP	Lausanne	1,253.0	1,145.0	9.0	8,355.0	7,632.0	3,120.0	20,800.0	24	23	4.0	1
RSCG Cash	Geneva	1,093.0	546.5	100.0	7,651.0	4,372.0	2,721.6	19,051.0	N/A	N/A	N/A	N/A
HCM Geneve	Geneva	1,078.0	1,147.0	- 6.0	7,190.0	7,650.0	2,684.0	17,902.0	N/A	20	N/A	N/A
DMB&B	Zurich	924.0	909.0	2.0	6,162.0	6,060.0	2,300.0	15,340.0	18	20	- 10.0	1
Grey Switzerland	Geneva	903.8	755.8	20.0	6,028.5	5,041.5	2,250.0	15,007.5	19	15	27.0	1
Kenyon & Eckhardt S.A.	Geneva	843.6	642.7	31.0	4,981.0	3,776.0	2,100.0	12,400.0	12	10	20.0	1
Quadri & Partner	Zurich	530.0	498.0	6.0	3,535.0	3,374.0	1,320.0	8,800.0	10	10	0.0	1
AD Leo Burnett	Lausanne	513.4	246.6	108.0	3,422.5	1,645.0	1,278.0	8,520.0	13	10	30.0	1
Focus AG	Zurich	206.0	143.0	44.0	1,377.0	953.0	514.0	3,427.0	4	3	33.0	1
TAIWAN												**Exchange rate: 0.0247 T dollar**
Gaynor Associates Intl.	Taipei	874.2	593.9	47.0	5,831.1	3,961.6	T$35,394.0	T$236,078.0	44	33	33.0	1
Hwa Wei & Grey	Taipei	869.0	797.3	9.0	5,796.0	5,318.0	35,180.8	234,655.9	62	N/A	N/A	2
Target Advertising	Taipei	841.2	384.1	119.0	4,403.1	2,694.6	34,055.0	178,264.0	35	27	22.0	1
Stentor Advertising	Taipei	704.0	555.8	27.0	4,693.0	3,705.0	28,500.0	190,000.0	45	40	13.0	1
Leo Burnett Co.	Taipei	318.1	N/A	N/A	2,121.0	N/A	12,880.0	85,871.0	33	N/A	N/A	1
Needham Standard Intl.	Taipei	246.5	166.7	48.0	1,644.4	1,111.5	9,981.0	66,573.0	15	15	0.0	1
THAILAND												**Exchange rate: 0.037 baht**
SSC&B:Lintas	Bangkok	3,913.0	3,494.2	12.0	28,902.0	24,809.0	Bht105,743.0	Bht781,139.0	160	152	5.0	2
Ogilvy & Mather	Bangkok	2,701.2	2,394.2	13.0	17,420.6	15,414.0	73,006.2	470,825.7	136	126	8.0	2
Ted Bates	Bangkok	1,924.0	1,554.0	24.0	12,580.0	10,360.0	52,000.0	340,000.0	121	115	5.0	1
McCann-Erickson	Bangkok	1,478.0	1,348.0	10.0	9,858.0	8,991.0	39,944.0	266,426.0	94	84	12.0	N/A
Leo Burnett Diethelm Advertising	Bangkok	1,397.2	1,391.2	0.0	9,315.0	9,279.3	37,763.0	251,766.0	103	103	0.0	1
Far East Advertising	Bangkok	1,080.0	1,223.3	- 12.0	7,203.0	8,210.0	29,187.0	194,676.0	142	140	1.0	1
Chuo Senko	Bangkok	1,069.3	1,165.5	- 8.0	6,863.5	7,770.0	28,900.0	185,500.0	46	42	10.0	1
J. Walter Thompson Co.	Bangkok	645.6	316.1	104.0	3,660.8	1,792.5	17,450.0	98,941.3	37	26	42.0	1
Amex & Grey	Bangkok	562.4	644.3	- 13.0	4,412.2	4,297.4	15,200.0	119,252.0	56	51	10.0	1
Meridian Advertising	Bangkok	538.9	528.9	2.0	2,596.4	2,272.1	14,564.4	70,173.6	33	32	3.0	1
Thai Image Advertising	Bangkok	479.0	350.0	37.0	2,935.0	2,281.0	12,946.0	79,328.0	62	51	22.0	1
Redford International	Bangkok	459.9	285.1	61.0	3,182.0	1,796.7	12,430.0	86,000.0	28	34	- 18.0	1
Kenyon & Eckhardt	Bangkok	343.3	454.2	- 24.0	2,288.8	3,028.2	9,278.7	61,858.2	N/A	53	N/A	1
Needham Standard International	Bangkok	267.0	205.3	30.0	1,781.0	1,369.3	7,216.7	48,135.6	28	26	8.0	1
DYR Ltd.	Bangkok	216.0	N/A	N/A	870.0	N/A	5,872.2	23,513.5	21	N/A	N/A	1
TRINIDAD												**Exchange rate: 0.415 T dollar**
McCann-Erickson (Trinidad)	Port of Spain	2,844.0	2,656.0	7.0	18,969.0	17,716.0	T$6,853.0	T$45,710.0	78	78	0.0	N/A
Corbin Compton	Port of Spain	851.8	1,074.4	- 21.0	3,893.1	3,884.8	2,052.6	9,380.9	38	41	- 7.0	5
Hernandez/FCB	Port of Spain	752.2	874.8	- 14.0	5,017.4	5,834.9	1,812.6	12,090.2	28	30	- 7.0	1
Kenyon & Eckhardt/ Caribbean Advertising	Port of Spain	601.8	581.0	4.0	2,863.5	2,656.0	1,450.0	6,900.0	25	27	- 7.0	1
TURKEY												**Exchange rate: 0.0021 lira**
Manajans/Thompson	Istanbul	2,170.3	1,691.5	28.0	10,847.4	6,967.3	TL1.29 bill.	TL5.17 bill.	112	106	6.0	2
McCann-Erickson Pars	Istanbul	1,665.1	1,159.2	44.0	11,106.1	6,930.0	792,897.0	5.29 bill.	80	59	36.0	N/A
Cenajans	Istanbul	1,575.0	840.0	88.0	14,532.0	8,190.0	750,000.0	6.92 bill.	85	102	- 17.0	2
Ajans Ada	Istanbul	1,457.1	946.2	35.0	7,833.4	5,050.8	693,981.1	3.73 bill.	75	69	8.0	1
Guzel Sanatlar	Istanbul	1,102.2	N/A	N/A	16,700.0	N/A	524,856.6	7.95 bill.	68	56	21.0	1
Grafika Maya	Istanbul	1,033.2	634.2	63.0	7,560.0	5,222.7	492,000.0	3.60 bill.	63	59	7.0	1

12 Multinational ad agencies

Note: This table makes no distinction between a wholly-owned subsidiary, a joint venture or any other legal arrangement that an agency may have with a host nation. It shows how selected agencies rank by gross income within the national advertising industry.

	YOUNG & RUBICAM	J. WALTER THOMPSON	McCANN-ERICKSON	OGILVY MATHER	LEO BURNETT	TED BATES	BBDO	SSC&B:LINTAS	FOOTE, CONE & BELDING	D'ARCY MASIUS BENTON & BOWLES	GREY ADVERTISING	SAATCHI & SAATCHI
Argentina	14	1	8	4	11	18	6	16	10	17	5	
Australia	8	11	6	3	10	1	2	12	14	7	19	16
Austria	6	10	3	5		18	9	4	17	14	15	7
Brazil	13	6	9	7	17		16	15	22			14
Britain	8	2	6	5	19	12	29	20	15	4	9	1
Canada	6	2	9	5	14	15	8	29	17	18	16	13
Chile	9	1	2	8	18	11	3	5			7	
Colombia		3	4	7	1	6	2		11		8	5
Dom. Republic	1		2		4				3			
Ecuador		1	2	3					4			
Finland		12	1	16		9		11		24		18
France	5	16	18	15	35	23	27	12	19	24	26	6
Germany	7	4	3	5	12	16	1	2	26	27	6	8
Greece		1	10		3	5	4	7	11	15		8
Hong Kong	4	6	5	1	2	3	22	11	10	18	9	7

	YOUNG & RUBICAM	J. WALTER THOMPSON	McCANN-ERICKSON	OGILVY MATHER	LEO BURNETT	TED BATES	BBDO	SSC&B:LINTAS	FOOTE, CONE & BELDING	D'ARCY MASIUS BENTON & BOWLES	GREY ADVERTISING	SAATCHI & SAATCHI
India		1		4		3	5	2				8
Italy	5	2	1	9	22	18	6	12	3	15	10	13
Japan	17	13	7	29	22	25	6		30	24	19	8
Malaysia	9	3	8	1	7	2	10	6				4
Mexico	8	4	2	6	7		12	21	20	13	17	19
Netherlands	4	10	12	1	8	26	2	7	17	14	24	5
New Zealand		9	5	7	10		1	11	12	6	13	3
Norway	5	15	7	4		1		11	12	3	15	14
Singapore	5	7	2	1	3	9	8	11	12	16	6	13
South Africa	2	7	8	4		3		9	5	10	1	6
Spain	15	1	6	11	20	3	4	2	35	21	24	16
Sweden	6	20	19	14		1	11	17	21	18	2	16
Switzerland	5	19	1	11	17		6	8		26	27	13
Thailand	15	8	4	2	5	3	11	1			9	12
Venezuela	9	1	3	2	4				5		8	7

Source: compiled by *Advertising Age*

Agency	City	Gross income 1985	Gross income 1984 ($000)	Per cent change income	Billings 1985	Billings 1984 ($000)	Gross income 1985 ($000; national currency)	Billings 1985	Employes 1985	Employes 1984	Per cent change	Number offices
Rota Advertising	Istanbul	585.5	464.9	26.0	4,836.3	4,084.0	278,825.0	2.30 bill.	46	50	- 8.0	1
Birlesik Reklamcilar	Istanbul	529.2	N/A	N/A	4,410.0	N/A	252,000.0	2.10 bill.	30	N/A	N/A	1
Fulmar Advertising	Istanbul	504.0	315.0	60.0	3,150.0	1,680.0	240,000.0	1.50 bill.	25	23	9.0	1
Merkez Ajans	Istanbul	485.1	265.7	83.0	4,410.0	2,415.0	231,000.0	2.10 bill.	35	33	6.0	1
Yaratim Advertising	Istanbul	392.7	163.8	139.0	2,835.0	1,224.0	187,000.0	1.35 bill.	18	14	29.0	1
Repro A.S.	Istanbul	359.4	291.0	24.0	3,276.6	2,646.0	171,160.0	1.56 bill.	41	42	- 2.0	1
Admar Reklam	Istanbul	354.9	123.9	186.0	3,026.1	1,224.3	169,000.0	1.44 bill.	16	15	7.0	1
Markom Reklam	Istanbul	304.5	134.4	127.0	2,100.0	1,050.0	145,000.0	1.00 bill.	26	18	44.0	1
Aya Reklam	Istanbul	251.3	147.8	70.0	2,284.3	1,344.0	119,655.8	1.09 bill.	35	26	35.0	1
Radar Reklam	Istanbul	249.9	99.3	27.0	2,759.4	1,724.5	119,000.0	1.31 bill.	38	30	27.0	1
Reklam Moran	Istanbul	166.0	205.4	- 19.0	1,509.3	1,866.0	79,056.0	718,690.7	59	52	13.0	1
Reklamevi A.S.	Istanbul	N/A	N/A	N/A	3,203.9	N/A	N/A	1.53 bill.	N/A	N/A	N/A	1
URUGUAY												**Exchange rate: 0.0118 peso**
Impetu Organizacion Publicitaria	Montevideo	800.5	440.3	82.0	3,278.3	1,699.6	Ps67,836.8	Ps277,821.8	59	52	13.0	1
Corporacion Publicitaria	Montevideo	360.0	214.2	68.0	2,090.0	1,427.8	30,510.0	177,127.5	31	35	- 13.0	1
Grey-Uruguay	Montevideo	294.9	194.5	52.0	1,966.9	1,296.7	24,989.9	166,607.9	17	18	- 6.0	1
McCann-Erickson	Montevideo	216.0	117.0	85.0	1,441.0	780.0	18,337.0	122,308.0	15	14	7.0	N/A
J. Walter Thompson	Montevideo	115.6	78.1	48.0	771.0	520.8	9,800.0	65,336.6	11	10	10.0	1
VENEZUELA												**Exchange rate: 0.0752 bolivar**
J. Walter Thompson de Venezuela	Caracas	4,581.0	3,758.5	22.0	30,540.0	25,058.1	Bs60,918.1	Bs405,120.3	162	142	14.0	1
CORPA-Corporacion Publicitaria Nacional	Caracas	4,369.6	3,555.9	23.0	29,985.5	23,988.4	58,106.0	398,743.1	177	142	25.0	3
ABC-McCann Publicidad	Caracas	2,230.0	N/A	N/A	14,874.0	N/A	29,657.0	197,812.0	96	N/A	N/A	N/A
Leo Burnett	Caracas	1,973.0	1,395.6	41.0	13,152.0	9,308.4	26,233.0	174,895.0	75	68	10.0	1
FCB/Siboney/Blanco Uribe	Caracas	1,638.3	1,769.4	- 7.0	10,927.4	11,801.9	21,785.8	145,311.4	89	86	3.0	1
JMC Creatividad Orientada	Caracas	1,319.8	940.1	40.0	8,798.4	6,267.0	17,550.0	117,000.0	45	40	13.0	2
AW/Compton	Caracas	1,081.4	700.9	54.0	6,488.0	4,265.2	14,380.0	86,276.0	36	34	6.0	1
Grey Venezuela	Caracas	764.9	758.9	1.0	5,102.1	5,061.9	10,171.9	67,846.6	40	38	5.0	1
IMC-Young & Rubicam	Caracas	485.0	785.0	- 38.0	3,235.0	5,233.0	6,451.0	43,025.5	36	N/A	N/A	N/A
ZAMBIA												**Exchange rate: 0.143 kwacha**
Young & Rubicam Zambia	Lusaka	106.0	80.0	33.0	07.0	35.0	Zk741.0	Zk4,941.9	17	18	6.0	N/A
ZIMBABWE												**Exchange rate: 0.595 Z dollar**
Michael Hogg/ Young & Rubicam	Harare	927.0	758.0	22.0	6,183.0	5,054.0	Z$1,557.0	Z$10,387.4	75	67	12.0	N/A
Barker McCormac Advertising & Marketing	Harare	833.0	N/A	N/A	3,689.0	N/A	1,400.0	6,200.0	50	50	0.0	1
SSC&B: Lintas	Harare	469.7	433.8	8.0	1,920.6	1,795.0	789.4	3,227.9	36	35	3.0	1

Notes

(Continued from Page 71)

Leveille, B&B DMB&B holds 30% equity in the agency

CHILE

Promoplan, part of Ogilvy & Mather Intl

Azocar, Morrison, Walker affiliated with JWT Group

Israel & de Bianchi, affiliated with DFS Dorland Worldwide

Hermosilla, Zegers, part of BBDO Intl

Baumlis Publicidad, member of IMAA

COLOMBIA

Atlas Publicidad, part of J. Walter Thompson Co.

Centrum Publicitario, affiliated with Ogilvy & Mather Intl

Esfera Publicidad, affiliated with Grey Advertising

Contacto Publicidad, affiliated with DFS Dorland Worldwide

Publicidad Artefilm, part of Foote, Cone & Belding

CYPRUS

Impact/BBDO Intl totals include figures for offices in Beirut, Cairo, Kuwait and Dubai

DENMARK

Ervaco Kobenhavn is part of the Ervaco Group, in which the Interpublic Group of Cos. holds a minority interest. Its figures came in too late for inclusion; gross income and billings for 1985 for the agency were $185,200 and $833,400, respectively

Ted Bates totals include figures for Norgard Mikkelsen and Plan Design, both in Copenhagen

Scan-ad figures for 1985 gross income are AA estimates

Young & Rubicam figures include Wunderman and Cato-Johnson

Thomas Bergsoe figures for 1985 gross income are AA estimates

Bergenholz & Arnesen, affiliated with DFS Dorland Worldwide

Innovation, affiliated with Saatchi & Saatchi Compton. 1984 gross income figure is AA estimate

DMM/Ipsen & Parmo 1984 gross income and billings figures cover August-December, 1984 only

Egeberg, affiliated with SSC&B:Lintas

Weber & Sorensen 1985 gross income figures are AA estimates

Berg & Lyhne 1985 gross income figures are AA estimates

DOMINICAN REPUBLIC

Leon/Aife/MFP, affiliated with J. Walter Thompson Co.

ECUADOR

Veritas Publicitaria, affiliated with Ogilvy & Mather Intl

Artefilme, part of Foote, Cone & Belding

FINLAND

Oy Ervaco is part of the Ervaco Group, in which the Interpublic Group of Cos. has a minority interest. Its figures came in too late for inclusion; 1985 gross income and billings were $1,745,700 and $5,078,400, respectively

Mainostoimisto Oy Sek, MK-Mainos Oy and Kauppamainos: 1985 gross income and billings figures are AA estimates

Turkama & Kumppanit is part of the agency group Advisor Oy, which also includes A.C. Mainos, Markkinointi Topitorma and Suomen Ilmoituskeskus

Interplan, affiliated with Saatchi & Saatchi Compton

Mainoskentta Oy 1985 and 1984 gross income AA estimate

FRANCE

Publicis Conseil includes figures for B.C.A. Publicis, Beverly-Markagri, De Bonneville Orlandini, Edico Publicis, Edip (acquired in 1985), Grand Angle Publicis (1985), Orexa, Oscar Intermarco, Projectis Publicis, Publicis Sante (1985), Publicis Soleil (1985), Siquier Courcelle and Success

Belier consists of Belier Conseil, Rive Gauche, Alice, Inf 14, Gingko, Taurus, Australie, Business, Equateur and six regional agencies. The Eurocom network holds 45% equity in Belier

Roux, Seguela, Cayzac & Goudard figures include Racines, Chevassus Vadon, Glad, Seven and Motivente

Young & Rubicam figures include Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller

Saatchi & Saatchi Compton includes References, Compar, S&SC Ethical, DP Industries, Doping, Club Media, S&SC Direct, Agence MC Groupe 7

BDDP Advertising includes figures for MAFIA, an agency acquired in 1985. The agency does not supply billings figures

ECOM/Univas includes figures for Robert & Partners and New/Robert & Partners

FCA includes figures for Concurrence Moderne, Marianne and FRG Bonjour

O.D.I.C., part of Homsy Delafosse

Polaris/DFS. Bazaine/DFS changed its name following the merger with the regional network Polaris

R&D France Campbell-Ewald. Interpublic Group of Cos. holds 25% equity

Synergie and CPV, part of Bozell, Jacobs, Kenyon & Eckhardt

Ted Bates does not supply billings figures

Impact, part of Foote, Cone & Belding

Initiatives Media and Sprint, part of SSC&B:Lintas

SMS Cascades agency did not submit figures

EUROCOM Group includes Futurs Groupe, Fusion, Capricorne/Agepi, Unicom, Publi-Est, D-10, Eldorado, Uniconseil, Novation, O.P.F. and Optima

GERMANY

Team/BBDO figures also include Team/-Hamburg, Team/Direct, Team/BBDO Berlin, BBDO/Telecom and Selection

J. Walter Thompson Co. includes offices in Duesseldorf, Hamburg, Frankfurt and Basisresearch in Duesseldorf and Frankfurt

Grey Duesseldorf includes Market Horizons, Grey Direct and Gr.A.M.M.

Young & Rubicam includes Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller

Saatchi & Saatchi Compton includes Contur and D&H Agentur fuer Direct Marketing

Doyle Dane Bernbach includes DDB Munich, Rapp & Collins and Heinz Drescher

Wilkens Ayer does not show 1984 figures, since the merger of Copartner Ayer and William Wilkens took place in September, 1985

R.W. Eggert is owned 40% by DYR Worldwide. Figures exclude ABC Presse and HF&P

Publicis Intermarco Farner includes offices in Frankfurt, Duesseldorf, Hamburg, Munich and Stuttgart

Heye Needham & Partner includes offices in Munich, Duesseldorf and Hamburg

Von Mannstein Gruppe includes offices in Duesseldorf, Munich and Paris

MWI Markenwerbung, part of Foote, Cone & Belding

Boebel, Adam, Benton & Bowles merged with DMM/Admenting in July, 1985. Figures exclude Ala and MS&L

Consell Partners, part of Grey Advertising

Kastner & Partner, part of Leo Burnett Co.

Wirz & Hafner, 1985 billings are AA estimates

Handley Smith & Partners, part of Bozell, Jacobs, Kenyon & Eckhardt

GREECE

Bold Advertising, associated with Ogilvy & Mather Intl

Euro-Leo Burnett, merger took place mid-'85

Ted Bates includes figures for AC&R Hellas

Lamda Alpha, affiliated with N W Ayer

Grant Advertising & Associates, affiliated with Bozell, Jacobs, Kenyon & Eckhardt, is headquartered in Athens, but does business in Lebanon and, through Hiba Advertising, in Kuwait. Consolidated figures show 1985: $965,000 gross income and $6,404,000 billings

GUATEMALA

APCU Thompson Asociados, Guatemala City, part of J. Walter Thompson Co., is the head office of the APCU Group with offices in five Central American countries

Concepto, part of BBDO Intl

HONG KONG

DYR before July 1, 1984, gross in-

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Notes

(Continued from Page 82)

come and billings were reported separately by Dentsu and Young & Rubicam
Meridian Advertising, part of Ogilvy & Mather Intl
Results Hong Kong, part of Ogilvy & Mather Intl
Synergie Communications, part of Bozell, Jacobs, Kenyon & Eckhardt

INDIA

Rediffusion Advertising, affiliated with Ted Bates Worldwide
R.K. Swamy Advertising, affiliated with BDDO Intl
Everest Advertising, affiliated with Saatchi & Saatchi Compton
Sista's, affiliated with DFS Dorland Worldwide. Agency's financial year runs April/March

Jaisons Advertising. Figures arrived too late for inclusion. Gross income and billings figures for 1985 were $1,362,400 and $8,706,600 respectively.

IRELAND

McConnells Advertising gross income for both years AA estimate
Kennedy-Brindley and Hunter Advertising, affiliated with Saatchi & Saatchi Compton
Brian Cronin & Associates gross income for both years AA estimate

ITALY

Young & Rubicam Italia figures include Cato-Johnson and Burson-Marsteller
Italia/BBDO includes Promos/Italia, Rome, Flor/Italia, Florence and Team/Italia in Bologna
Canard Advertising, affiliated with Young & Rubicam
CBC, affiliated with DMB&B, which holds 20% equity
RSCG Mezzano Costatini Mignani, gross income for both years AA estimate
Campbell-Ewald Pirella Gottsche, no 1984 figures available since merger took place last year
B Communications, affiliated with DFS Dorland Worldwide
Pubbli Dan Wirz, part of Wirz Holding, Zurich

JAPAN

Hakuhodo includes figures for offices in Singapore, Malaysia, Thailand, Brazil and Germany
Yomiko Advertising's figures came in too late for inclusion in chart. Gross income for 1985 was $35,019,300 and billings were $257,497,300, which puts the agency in sixth place in the Japanese ranking
Asatsu, part of BBDO Intl
Asahi Advertising, affiliated with Saatchi & Saatchi Compton
Man-Nen-Sha, affiliated with DMB&B
Nippo Marketing & Advertising, affiliated with Ted Bates Worldwide
Meitsu Advertising, affiliated with Bozell, Jacobs, Kenyon & Eckhardt
Standard Advertising, affiliated with Needham Harper Worldwide

LEBANON

Enterprise Middle East, part of Leo Burnett Co. Agency is headquartered in Athens, Greece, but does business in Middle East

MALAYSIA

Wings Creative Consultants, affiliated with BBDO Intl
Meridian Advertising, part of Ogilvy & Mather Intl
Grant Advertising, affiliated with Bozell, Jacobs, Kenyon & Eckhardt

MALTA

BPC International gross income figures both years AA estimate

MEXICO

Arellano Ted Bates did not provide gross income or billings figures
Noble & Asociados DMB&B holds 20% equity in the agency
Iconic, affiliated with DFS Dorland Worldwide

NETHERLANDS

Ogilvy & Mather includes offices in Rotterdam, Drachten, Eindhoven, O&M Direct and O&M Design
Young & Rubicam includes Wunderman, Cato-Johnson and Burson-Marsteller
Prins, Meijer, Stamenkovits & Van Walbeek, part of Y&R, which holds 60% equity
J. Walter Thompson Co. includes figures for Deltakos Europ
Ara, part of BBDO Intl
TBWA revised gross income and billings figures for 1984
Ayer Group includes Strawberry Ayer, Almelo; Kader Ayer, Deventer and Marketwinning Ayer, Amsterdam
Hettinga, de Lang, Possel, de Boers figures came in too late. HLPB showed 1985 gross income of $886,800 on billings of $5,912,000. Both figures are estimates
Push, part of Grey Advertising
Klein/Theeuwes/Van der Meulen, part of Eurocom
Bartels/Verdonk, part of BBDO Intl

NEW ZEALAND

Colenso Communications, part of BBDO Intl
J. Inglis Wright, part of Needham Harper Worldwide
Dobbs-Wiggins McCann-Erickson, 100% ownership was acquired in 1985
Rialto Advertising, part of BBDO Intl
Atelier Knowles Marinkovich, part of BBDO Intl
Eagle Marketing Services, affiliated with DMB&B

NORWAY

Ervaco Norway, part of the Ervaco Group, showed 1985 gross income of $358,200 and billings of $1,194,000. Figures did not arrive in time
Innovation, part of the Forenede Group and affiliated with Saatchi & Saatchi Compton, showed 1985 gross income of $1,189,900 and billings of $8,664,500
Forenede Annonsebyraer has offices in Trondheim, Fredrikstad and Alesund
Scaneco-Young & Rubicam is 60% owned by Y&R
Heltberg Creative Service, part of Ted Bates Worldwide
Schjaervan/JWT was acquired by J. Walter Thompson Co. July, 1985
Birkelid & Lunde, part of Ted Bates Worldwide

PAKISTAN

D.J. Keymer, affiliated with Dentsu Inc. and BBDO Intl

PANAMA

Campagnani, Aleman Publicidad, affiliated with Leo Burnett Co.

PARAGUAY

McCann-Erickson suspended operations during 1985

PERU

CIA, formerly CNP & Grey
Publicistas Asociados, affiliated with BBDO Intl
Publicidad Cause 1985 gross income and billings figures are AA estimates

PHILIPPINES

Advertising & Marketing Associates, part of the Alliance East Group
Aspac & Grey became part of Grey Advertising in 1985

PORTUGAL

J. Walter Thompson Co. included in 1985 gross income and billings are figures for Abrinicio Publicidade, which was acquired in that year by JWT
Sistema, part of Saatchi & Saatchi Compton

PUERTO RICO

Marti, Flores, Prieto & Wachtel, part of J. Walter Thompson Co.
Young & Rubicam includes Burson-Marsteller
J.R. Marquina & Associates, part of DFS Dorland Worldwide
CPV Advertising gross income figures for both years are AA estimates. Agency affiliated with Bozell, Jacobs, Kenyon & Eckhardt

SINGAPORE

Batey Ads bought back the 25% equity it sold to BBDO six years ago. Agency did not report figures for 1985
DYR only began operation in July, 1984
Meridian Advertising, part of Ogilvy & Mather Intl

SOUTH AFRICA

Grey Philips Bunton Mandel & Blake. If Grey Direct, Grey Communications, Grey Rakusin & Associates, Grey Action, Grey Medical, Grey Recruitment, Grey Appointments, Grey Mann and Grey Perspectives were included, total gross income and billings figures for 1985 would have been $8,667,500 and $57,812,200, respectively
Young & Rubicam South Africa includes figures for McKinstry Schonfeldt. Young & Rubicam Inc., New York, has a 51% equity share of Y&R S.A.
Bates Wells & Associates. If Cerca, Diagram, Adgraphics and Adgraphics (Cape) were included, total 1985 gross income and billings would have been $7,003,000 and $37,357,000, respectively
Ogilvy & Mather, Rightford Searle-Tripp Makin figures include Capetown office
Klerck & McCormac, part of Saatchi & Saatchi Compton
BBDO Intl sold its shares of the agency to its South African partners in Sept. 1985

SOUTH KOREA

LG Ad, affiliated with BBDO Intl
Daehong, affiliated with Saatchi & Saatchi Compton
Union Advertising, affiliated with Grey Advertising and Daiko Advertising, Tokyo
Nara Advertising, affiliated with J. Walter Thompson Co.

SPAIN

J. Walter Thompson S.A. includes figures for Grupo de Diseno, which was acquired in 1985 and is now part of JWT Barcelona
HCM, formerly Unitros Spain
McCann-Erickson S.A. 1985 and 1984 figures AA estimates. Agency submitted combined information for M-E and Clarin for both years
Tapsa, affiliated with N W Ayer
Clarin Publicidad 1985 and 1984 figures AA estimates
MMLB 1985 and 1984 gross income figures AA estimates
Young & Rubicam includes Cato-Johnson and Burson-Marsteller
Arge has offices in Barcelona, La Coruna, Alicante, Valencia and Sevilla
Grupo Barro, affiliated with Young & Rubicam
RZR opened March, 1985. Foote, Cone & Belding has minority equity
Campbell-Ewald Espanola was newly formed in 1984
Ogilvy & Mather Direct showed 1985 gross income of $833,410 and billings of $5,558,897

SRI LANKA

Minds Lanka, part of Bozell, Jacobs, Kenyon & Eckhardt

SWEDEN

AB Ervaco, part of the Ervaco Group, headquartered in Stockholm, showed 1985 gross income of $5,620,300 and billings of $11,125,900. Figures did not arrive in time.
Ted Bates AB includes offices in Helsingborg and Goteborg
Grey Svenska includes offices in Goteborg, Halmstad and Malmo and Grey Com, Grey Medical, and Grey Direct in Stockholm and Goteborg
Annonsbyran Svea 1985 billings figures are AA estimate
Young & Rubicam includes Cato-Johnson, Wunderman and Burson-Marsteller
Ehrenstrahle International, part of BBDO Intl. Figures combine the Stockholm and London offices
Blanking, affiliated with Saatchi & Saatchi Compton
Reklam Konsultation gross income figures for both years AD AGE estimates

SWITZERLAND

Adolf Wirz AG also offices in Vienna, Milan and Frankfurt
Young & Rubicam includes Burson-Marsteller
Kloeti Advertising, part of Saatchi & Saatchi Compton
Marsden, Hartmann & Leo Burnett merged in August, 1985
BEP, part of the Publicis Group
Grey Switzerland, formerly Creative Collaboration-Grey
Quadri & Partner, affiliated with Needham Harper Worldwide

TAIWAN

Gaynor Associates, affiliated with J. Walter Thompson Co.
Target Advertising, affiliated with Saatchi & Saatchi Compton
Stentor Advertising, affiliated with BBDO Intl

THAILAND

Far East Advertising, part of Needham Standard International Pacific
Meridian Advertising, part of Ogilvy & Mather Intl
Thai Image Advertising, affiliated with BBDO Intl
Redford International, affiliated with Saatchi & Saatchi Compton

TURKEY

McCann-Erickson/Pars merger took place in 1985
Cenajans, affiliated with Grey Advertising
Guzel Sanatlar, affiliated with Saatchi & Saatchi Compton
Yaratim Advertising, affiliated with Foote, Cone & Belding, which recently acquired a 30% equity share
Repro AS, Aya Reklam, Reklam Moran & Merkez Ajans gross income figures for both years are AA estimates

VENEZUELA

Corpa, part of Ogilvy & Mather Intl
JMC Creatividad Orienta affiliated with DFS Dorland Worldwide
IMC Young & Rubicam Y&R holds 35% equity

ZIMBABWE

Michael Hogg/Young & Rubicam, Y&R holds 25% equity
Barker McCormac Advertising & Marketing, affiliated with Saatchi & Saatchi Compton

How much agencies bill abroad

1985 billings in $000,000

Rank		Agency	Non-U.S billings	% of total billings
1.	(1)	TBWA	243.0	73.4
2.	(3)	HCM	334.9	66.9
3.	(2)	SSC&B:Lintas Worldwide	851.0	65.4
4.	(4)	McCann-Erickson Worldwide	1,468.9	63.8
5.	(6)	Saatchi & Saatchi Compton Worldwide	1,799.7	59.3
6.	(5)	Medicus Intercon International	95.1	59.3
7.	(7)	DYR Worldwide	143.5	50.1
8.	(8)	J. Walter Thompson Co.	1,333.7	44.3
9.	(7)	D'Arcy Masius Benton & Bowles	848.2	38.9
10.	(10)	Ted Bates Worldwide	1,190.4	38.3

Warning: Many agencies did not comply with AD AGE instructions to list an agency's gross income separately from other companies in the group. When we could accurately estimate an agency's gross income, as in the U.K., we have published an AD AGE estimate. In those cases where an agency reported different gross income figures than authorities or publications within a country, we published the locally reported figure.

John Wolfe, assistant international editor, and Ilse Cermak, international copy editor, coordinated International Agency of the Year and Foreign Agency Income reports, with Ellen Mardock, a free-lance designer.

Tim Bell

(Continued from Page 61)

that is inscribed, "From Margaret, with love."

In fact, a competitor recalled the time Mr. Bell opened a business meeting by telling an important client, "When I spoke to Maggie last night, she asked me to pass on her regards."

Mr. Bell is not a founding partner and his name doesn't appear on the agency's masthead, but U.K. ad industry sources agree that his presence undoubtedly adds to the agency's already solid reputation.

The Australian-born Mr. Bell, 44, began his career as a jazz musician but became a media buyer because it paid better.

He was media director at Geers Gross Advertising, a U.K. shop, when Charles Saatchi approached him in 1970 and asked if he wanted to start a new agency with Mr. Saatchi and his brother, Maurice

Mr. Bell signed on and stayed with the Saatchi brothers for the next 14 years, until he teamed up with his old friend, Frank Lowe, in 1985.

"I'd known Frank for 12 years and wanted to work with him, and I no longer wanted to work at Saatchi & Saatchi," Mr. Bell said.#

—Laurel Wentz

CATEGORY REVIEW: CAR-RENTAL COMPANIES

Vacationers hold ticket for car-rental growth

Business travel sector stagnates

By GARY LEVIN

The $4.5 billion car-rental industry, faced with declining profits and soaring insurance costs, is targeting the leisure-travel market as its best avenue for growth.

At the same time, those factors are forcing rental rates upward. Increases between 15% and 20% are expected this year.

Spring campaigns from the four largest car-rental companies—Hertz, Avis, National and Budget—target vacationers in family-oriented tv and print ads. And while print ads continue to focus on pricing, tv spots now fold price information into image-oriented ads.

Some marketers, taking their cue from airlines and hotels, also have begun targeting specific segments—such as senior citizens and government employes—with clubs and discount offers.

The change in marketing focus stems in part from seasonal factors, since vacationers constitute a larger portion of rentals during summer months. But heavier discounting by airlines and hotel chains, coupled with fears generated by overseas terrorism and threats, is prompting many vacationers to stick to the U.S. (AA, March 31, *et seq.*).

Major rental companies hope those factors translate into increased use of domestic car rentals. Syndicated research shows just 21% of all adults rented a car during 1985, but that figure was up substantially from 11% in '82.

Continued growth has some industry executives predicting double-digit sales increases this year.

"The over-all size of the market is still heavily weighed toward the business segment," said Rajiv Tandon, vp-general manager of Minneapolis-based National Car Rental System and president of the American Car Rental Assn., a Washington-based industry trade group. "But [percentage] growth now comes from leisure travelers."

In the fairly stagnant business-rental sector, companies have found it tough to win added sales from corporate clients. "You can't create new business-rental situations," added Dick Dixon, vp-marketing services at Budget Rent a Car Corp., Chicago.

Because most major companies already have lined up corporate clients, "it's a share fight to see who's going to take away from whom," he said.

The "Big 4" companies all are units of much larger conglomerates, so exact sales and profit figures are unavailable. But industry reports show either net losses or huge profit declines in 1985, due mainly to fierce price competition and ballooning liability insurance premiums, which have climbed 70% to 100% in a year for some.

Another major problem for the industry is the soft used-car market, on which rental companies depend to generate cash and rid their fleets of worn-out vehicles.

To recover those costs, both business and leisure travelers this year will likely pay more for the privilege of renting a car. Major companies plan rental price increases of 15% to 20%.

Hertz Corp., New York, retains its "No. 1" designation in practice, though not in the company's advertising, with 32.8% of the airport rental market.

Avis-Rent-A-Car, Garden City, N.Y., is second with 26.2%, while National and Budget rank third and fourth with 20.4% and 16.2%, respectively.

(All other rental companies control just 4.4% of airport rentals.)

Budget will continue using its "America's personal favorite" tag line in print ads aimed at leisure travelers, while maintaining a wholly separate campaign for the business market.

The unit of Transamerica Corp., San Francisco, says it already draws 40% to 50% of its business from vacationers—the highest ratio among major renters—because of its name and image as a low-price company.

"Budget owns the price position in consumers' minds," Mr. Dixon said. "Our marketing thrust and marketing position are not going to change. . .but we'll continue to build more emphasis on the quality part of the equation."

Toward that end—and the goal of increasing its share of the business market—the company on March 27 broke a $2.25 million spring campaign with only its second tv spot in nearly three years (AA, March 24).

The ads introduced a new theme line "We're going your way," and targeted business travelers, highlighting Budget's $39.95-a-day Lincoln Town Car.

The effort is part of Budget's $10 million annual ad spending—a figure unchanged from last year—handled by D'Arcy Masius Benton & Bowles, Chicago.

Car-rental marketers, including Budget, also are seeking growth from "new" niches like the high-performance sports car category. This month Budget was to announce a $44.95-a-day Merkur—a high-performance car imported by Lincoln-Mercury—to be backed by a print campaign to break in May.

Budget also will be mentioned in a Lincoln-Mercury campaign for the model breaking later this month from Young & Rubicam.

National in recent years has seen more of its business come from the leisure market as it and other companies maintain loyalties of corporate clients.

Commercial accounts represent 75% to 80% of National's rentals, including leisure rentals handled through corporate clients.

But the leisure market itself has grown from just 20% of the company's business in 1983 to 31% last year (including corporate clients' vacation bookings).

Part of that growth comes from discretionary travelers such as retired senior citizens, the subject of a new "Silver Opportunities" program to be kicked off May 1 via direct-mail pitches.

The program offers rental discounts and tie-ins with similar offers from companies such as American Airlines and Holiday Inns (AA, March 24).

National also has begun offering a standard $27-a-day rate on subcompacts to all military and government employes, another tactic employed by Holiday and others in the travel and lodging industries.

For the more typical traveler, National planned to break a tv and print campaign May 1 supporting a new one-way rental program, in which cars can be rented in northern cities and dropped off in Florida and other areas.

It also starts a weekly rental special on June 1—supported by tv and print—offering two days free with seven paid rental days.

Campbell-Ewald, Warren, Mich., handles National, which is a unit of Household International, Prospect Heights, Ill.

The company won't disclose its ad budget, but Leading National Advertisers puts non-newspaper ad spending at $12.2 million in 1984 and $11.3 million in the first nine months of '85, the latest period for which figures are available. (Car-rental companies, however, spend heavily in newspapers, advertising not measured by LNA.)

Hertz' new owner, United Airlines parent UAL Inc., Elk Grove Village, Ill., has repositioned the company as a total-service provider. It no longer brags that "Hertz is No. 1," though it can still claim that distinction.

New ads via Scali, McCabe Sloves, New York, are themed "Don't just rent a car, rent a company."

Hertz, purchased last year for $587.5 million from RCA Corp., will spend an estimated $20 million this year on advertising. It spent $10 million on non-newspaper advertising in the first nine months of 1985 and $12.3 million in all of '84, LNA says.

Avis also has stressed service for both business and leisure travelers with its "So easy" tag line via Ted Bates Advertising/New York. It also has launched "SuperValue" rates. One tv spot that started airing in March portrays a young businesswoman renting a car for the first time (AA, March 10), while another broke April 1 aimed at families who think vacation car rentals are too expensive.

Avis spent $7 million on non-newspaper advertising in the first nine months of 1985 and $12 million in all of '84.

Despite price hikes, competition will continue unabated in popular U.S. vacation markets such as California, Florida and Hawaii, with newspaper and tv support emphasizing specific rates and models.

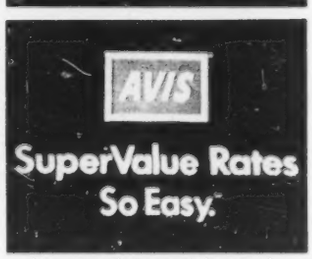
That strategy is used most often by smaller companies such as Alamo Rent-a-Car, Fort Lauderdale, Fla., and Dallas-based American International Rent-a-Car Corp.#

Reporter Lisa E. Phillips in New York contributed to this report.

Airport car-rental marketshares

The car-rental industry's new focus on leisure travelers may spur share increases among leaders in that category. Figures are for year ended Jan. 30, 1986. *Source: Advertising Age.*

Budget Rent a Car Corp. has moved from an exclusively price-oriented ad strategy to an image approach in a new spot that began airing last month (AA, March 24). The effort introduced a new theme line, "We're going your way," via D'Arcy Masius Benton & Bowles, Chicago.



Avis-Rent-A-Car takes a more personal approach to rental-car advertising, stressing new, lower "SuperValue" rates in a "Family Vacation" spot. A couple, photographed in closeup, plans a trip despite a tight budget, with Avis' help.

National Car Rental System is one company targeting specific market segments such as military and government employes. National offers all such workers a $27 daily rate on subcompact rentals with targeted print ads.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

April

— Art & antiques —

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
American Artist	—	—	—	—
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	73.8	64.2	264.7	293.2
Total Group	**73.8**	**64.2**	**264.7**	**293.2**
% change		+15.0%		-10.0%

— Auto/cycle/rec. vehicles —

AutoWeek (52X)	132.0	177.5	570.5	502.5
Car & Driver	109.7	116.8	387.6	403.4
Car Collector & Car Classics	12.5	18.2	55.9	77.3
Car Craft	90.9	88.1	271.7	261.0
Circle Track	60.9	50.7	244.7	198.2
Cycle	68.3	80.0	203.8	211.8
Cycle Guide (11X)	71.3	63.0	180.3	156.4
Cycle World	75.5	76.1	214.8	229.4
Dirt Rider	57.9	40.6	174.5	132.4
Dune Buggies & Hot VW's	84.5	85.5	333.0	325.5
Family Motor Coaching	138.3	128.8	643.6	610.1
4 Wheel & Off Road	98.2	84.9	330.6	270.6
Four Wheeler	85.2	90.7	323.4	323.0
Hot Rod	75.8	86.0	237.2	230.1
Motorcyclist	74.0	63.3	205.7	149.4
Motor Trend	66.9	97.8	263.9	289.4
Motorhome Life	104.1	105.0	365.2	382.6
Pick-Ups & Minitrucks	—	—	—	—
Rider	69.5	85.4	196.1	224.5
Road & Track	134.3	130.2	382.4	435.0
3 Wheeling	59.1	56.5	221.5	201.3
Trailer Life	117.1	144.3	458.2	496.4
Total Group	**1,655.3**	**1,937.5**	**6,234.6**	**6,110.5**
% change		-14.5%		+2.0%

— Boating & yachting —

Boating	158.3	170.8	644.0	642.5
Chesapeake Bay	39.5	37.8	141.8	119.8
Cruising World	165.7	146.0	517.1	540.5
Lakeland Boating (10X)	81.7	74.0	279.2	275.7
Motor Boating & Sailing	182.0	171.4	829.0	781.4
Sail	134.2	162.0	484.8	600.2
Small Boat Journal (6X)	60.0	61.5	143.1	103.5
Sport Fishing (6X)	—	—	33.0	—
Trailer Boats (11X)	53.8	45.5	196.0	157.2
Western Boatman (6X)	—	—	94.7	103.6
Yachting	138.5	173.7	617.5	748.3
Total Group	**1,013.7**	**1,042.7**	**3,950.2**	**4,072.7**
% change		-2.8%		-3.0%

— Canadian —

L'Actualite	74.7	88.5	298.7	212.8
Chatelaine				
English Edition A	120.2	102.9	383.4	378.9
French Edition	104.5	82.0	327.8	301.7
City and Country Home (8X)	59.9	42.4	140.7	94.1
City Woman	—	—	—	—
Equinox (6X)	—	—	65.0	45.9
Financial Post A	33.2	38.7	150.6	126.5
Flare A	94.1	71.9	258.7	241.5
Macleans (52X) A	137.0	154.9	535.6	468.4
Montreal Magazine (10X)	36.3	40.5	95.3	125.5
Montreal Ce Mois Ci	42.0	53.0	107.2	142.0
Reader's Digest				
Canadian-English A	88.8	83.8	343.9	301.5
Canadian-French A	64.5	58.3	267.8	234.3
Toronto Life	117.0	102.2	346.2	299.8
Vancouver	87.9	69.5	282.5	254.8
Total Group	**787.1**	**854.9**	**3,539.1**	**3,087.1**
% change		-10.0%		+15.0%

— Civic/fraternal —

American Legion	20.1	23.2	104.1	118.8
Elks (10X)	21.5	19.5	80.2	89.2
Rotarian	15.2	15.3	74.7	60.0
Lion (10X)	5.5	3.0	21.1	19.2
Rotarian	13.0	9.0	55.9	47.7
V F W (11X)	24.7	24.1	113.3	105.5
Total Group	**100.0**	**94.1**	**449.3**	**440.4**
% change		+6.3%		+2.0%

— Comics —

DC Comics	6.0	6.0	25.0	27.5
Marvel Comics Group	6.0	5.0	24.0	24.5
Total Group	**12.0**	**11.0**	**49.0**	**52.0**
% change		+9.1%		-5.8%

— General —

American Health (10X)	53.3	44.6	170.9	153.8
American West (6X)	—	—	—	—
The Atlantic A	66.7	77.0	174.3	207.9
Bon Appetit A	85.6	87.5	323.3	320.1
Changing Times	48.0	45.7	201.0	154.8
Connoisseur	75.4	87.8	240.0	227.4
Consumer's Digest (8X)	13.3	37.2	58.0	83.5
Ebony	96.3	98.9	367.7	343.3
Fifty Plus	52.9	33.8	171.6	133.3
Food & Wine	49.7	39.6	173.0	152.9
Games	17.0	19.0	75.9	67.9
Gourmet	104.5	108.5	326.7	362.7
Home Entertainment (8X)	30.3	33.3	66.2	62.4
Harper's A	20.3	30.8	92.3	108.0
Life	44.7	66.4	194.5	233.3
Modern Maturity (6X)	36.8	48.9	86.6	99.0
Money	129.9	119.1	463.5	457.3
Moneysworth (4X)	10.5	—	20.5	24.8
Mother Earth News (6X)	—	—	—	—
Mother Jones (10X)	15.5	16.7	57.4	45.7
National Geographic	—	—	—	—
Natural History	—	—	—	—
Prevention	66.3	51.9	255.1	238.7
Psychology Today	29.8	24.4	107.9	107.9
Reader's Digest A	—	—	—	—
Saturday Evening Post (9X)	34.7	33.8	110.1	99.3
Signature	45.9	66.4	276.1	221.1
Smithsonian	74.8	107.3	322.8	372.3
Success	30.7	29.7	132.4	115.3
Sylvia Porter's Personal Finance (6X)	39.5	44.4	139.3	79.5
Town & Country	128.2	147.9	454.2	487.2
Travel-Holiday	62.9	63.2	198.8	211.6
Travel & Leisure	96.2	134.8	422.2	446.9
Vanity Fair	43.0	25.3	171.0	117.5
Writer's Digest	24.7	21.4	92.1	85.5
Yankee	73.8	72.1	286.0	275.5
Total Group	**1,644.3**	**1,722.4**	**5,113.7**	**5,892.5**
% change		-5.0%		-13.0%

— Home —

Americana (6X)	35.9	47.5	68.8	87.8
Architectural Digest A	136.3	141.2	436.4	465.3
Better Homes & Gardens	115.1	117.8	412.7	425.2
Colonial Homes (6X)	—	—	—	—
Columbus Monthly-Homes (4X)	30.3	—	52.3	—
Country Home (6X)	53.6	36.6	92.1	67.2
Country Journal	29.2	29.3	107.5	131.1
Country Living	80.6	70.9	296.4	254.3
Dallas/Ft. Worth Home & Garden	90.2	61.0	326.4	228.1
Family Handyman (10X) A	76.1	68.1	262.4	243.7
Flower & Garden (6X)	47.2	45.3	100.8	92.6
Home	64.3	58.0	202.4	205.1
Home Mechanics	69.3	72.6	284.8	275.3
The Homeowner (10X)	35.8	27.8	110.3	91.5
Horticulture	41.2	48.0	167.0	158.0
House Beautiful	98.0	97.7	295.7	297.3
House & Garden	117.8	112.4	354.8	373.9
Houston Home/Garden	107.0	86.0	321.5	314.0
Metropolitan Home	100.3	102.7	238.9	273.9
New Shelter (9X)	43.0	41.0	205.8	215.3
1,001 Home Ideas	40.9	40.4	163.7	154.5
Rodale's Organic Gardening	64.0	64.8	288.9	264.1
Phoenix Home/Garden	80.2	80.8	293.5	280.9
Rx Being Well	—	—	—	—
San Diego Home/Garden	58.8	57.5	254.7	240.1
South Florida Home/Garden	—	—	—	—
Southern Accents (6X)	—	—	—	—
Southern Living	189.0	154.9	563.3	490.7
Sunset Magazine A	167.4	188.9	549.3	549.2
Texas Homes	75.9	76.8	274.2	301.6
Workbench (6X)	—	—	118.7	115.9
Total Group	**1,551.4**	**1,636.9**	**6,439.1**	**5,884.6**
% change		-5.0%		+9.0%

— In-flight & other passenger —

Aboard Group (7) (6X)	—	—	—	—
Alaska Airlines	56.7	56.0	207.8	181.8
American Way (25X)	178.2	175.7	455.0	499.0
East/West Network				
Eastern Review	98.0	97.8	396.8	409.8
Frontier	36.3	25.5	148.3	102.1
Northwest Orient	46.7	42.7	183.8	149.5
Ozark	48.2	45.7	185.6	148.2
PSA Magazine	82.2	81.0	350.5	296.1
Pan Am Clipper	43.2	69.3	188.3	230.5
Republic Scene	61.5	55.3	202.9	178.2
Spirit	99.3	88.8	369.3	345.5
United	100.5	107.8	367.6	355.9
Western's World	61.5	49.3	250.5	223.0
Halsey Publications				
Air Cal	54.0	49.3	184.8	186.4
Delta Sky	102.5	85.2	302.2	289.3
People's Expressions	32.8	—	126.3	—
US Air	50.5	53.7	170.5	192.6
Hawaii (6X)	28.3	26.0	119.2	99.5
Pace	110.2	64.4	367.0	215.4
Presidential Airways (6X)	8.8	—	20.0	—
Southwest Airlines	—	—	—	—
Spirit of Aloha (6X)	28.1	25.7	117.7	98.7
TWA Ambassador	54.9	52.0	180.7	179.0
Total Group	**1,382.4**	**1,205.5**	**4,894.8**	**4,380.5**
% change		+14.7%		+11.7%

— Men's —

Esquire A	—	—	—	—
Firehouse Magazine (13X)	44.4	49.3	169.5	169.1
Gentlemen's Quarterly A	176.8	177.0	597.3	558.1
M	68.3	63.3	224.5	206.8
Penthouse A	—	—	—	—
Playboy A	75.4	70.5	243.5	270.9
Total Group	**364.9**	**360.1**	**1,234.8**	**1,204.9**
% change		+1.0%		+2.0%

— Metropolitan —

Aloha (6X)	—	—	—	—
Atlanta	50.5	61.8	144.5	135.9
Baltimore	89.4	83.4	289.9	294.1
Boston	142.1	151.3	551.9	567.3
California	54.5	69.0	276.8	261.5
Charlotte (10X)	—	—	—	—
Chicago	147.8	161.0	457.6	479.3
Chicago's North Shore	72.6	77.0	284.2	300.6
Cincinnati	65.2	48.4	237.6	214.4
Cleveland	74.4	75.8	266.9	295.7
Coast (38X)	200.4	304.8	708.3	765.5
Columbus Monthly	92.6	76.1	243.4	252.5
Connecticut	99.2	95.0	362.0	341.1
D/Magazine, Dallas/Ft Worth	133.2	133.4	485.5	454.8
Denver	36.4	33.8	132.6	112.1
Detroit Monthly	64.3	49.7	338.5	187.3
Grand Rapids	38.6	51.7	176.8	189.0
Gulfshore Life (10X)	—	—	—	—
Honolulu	61.2	66.0	224.0	229.3
Houston City	67.1	80.2	209.1	279.1
Indianapolis	42.5	39.5	172.5	153.9
Kansas City	—	—	—	—
Los Angeles	150.1	185.3	589.5	642.3
Louisiana Life (6X)	—	—	77.7	117.5
Madison	57.0	46.0	248.0	281.0
Metropolitan Detroit	80.0	59.0	263.3	142.3
Miami Mensual	42.5	37.4	183.5	152.2
Milwaukee	83.0	45.3	261.5	241.4
Minneapolis/St. Paul	111.5	85.8	371.0	387.2
Nashville	38.0	37.0	157.0	129.0
New England Monthly	32.0	23.7	131.9	102.0
New Jersey Monthly	80.7	56.3	303.7	218.6
New Mexico	20.3	39.6	91.4	150.1
Ohio	66.5	56.0	226.3	237.3
Orlando	128.0	126.3	413.5	411.8
Palm Beach Life	74.6	90.4	364.1	443.2
Palm Springs Life	106.7	118.5	544.5	553.8
Philadelphia	130.7	140.2	483.1	512.3
Phoenix	102.6	93.3	407.9	420.1
Pittsburgh	68.6	73.2	228.3	214.7
St. Louis	48.3	58.0	171.0	218.0
San Diego	153.3	163.7	612.3	664.8
San Francisco (6X)	—	—	—	—
San Francisco Focus	104.7	97.0	339.5	323.7
Texas Monthly	121.2	132.7	522.4	420.6
Twin Cities	53.1	58.7	186.6	198.9
Ultra	67.1	88.9	227.6	282.4
The Virginian	—	—	117.0	116.0
Washington (7X)	—	—	78.1	29.5
Washington Dossier (11X)	37.9	50.0	207.2	202.0
The Washingtonian	136.0	144.0	592.0	545.0
Total Group	**3,690.7**	**3,764.2**	**13,962.0**	**13,871.1**
% change		-2.0%		+0.7%

— Movie/romance/radio/tv —

Macfadden's Women's Group				
Modern Romances	18.1	15.5	79.7	68.6
Secrets	18.1	15.5	79.7	68.6
True Confessions	18.1	15.5	79.7	68.6
True Experience	18.1	15.5	79.7	68.6
True Love	18.1	15.5	79.7	68.6
True Romance	18.1	15.5	79.7	68.6
Sterling Women's Group				
Daytime TV	25.8	29.5	99.2	115.0
Modern Screen	15.5	17.5	31.0	29.5
Movie Mirror (6X)	1.0	25.5	16.5	46.0
Soap Opera Stars	16.5	21.5	33.3	39.0
TV Movie Screen (6X)	8.3	7.0	16.6	13.0
TV Picture Life (6X)	5.3	7.0	9.6	13.0
Total Group	**181.0**	**201.0**	**684.4**	**667.1**
% change		-10.0%		+2.6%

— Music/entertainment —

American Film (10X)	—	—	—	—
Audio	58.7	64.0	267.6	303.4
Circus Magazine	—	—	—	—
Dance Magazine	62.8	65.7	232.7	237.0
Musician	52.3	58.0	223.0	226.4
Playbill	40.0	52.5	170.1	194.0
Stereo Review	52.0	32.3	264.5	145.5
Video	69.5	64.7	291.8	302.6
Video Review	61.5	85.1	235.6	256.6
Total Group	**305.7**	**301.5**	**1,464.5**	**1,238.8**
% change		+1.0%		+18.0%

— National Sunday magazines —

Parade (52X)	60.3	52.9	222.8	215.3
Total Group	**60.3**	**52.9**	**222.8**	**215.3**
% change		+14.0%		+3.0%

— Outdoor & sport —

Alaska	61.5	65.3	216.8	201.8
The American Handgunner (6X)	—	—	65.0	68.0
American Hunter	18.3	14.5	70.1	65.4
American Rifleman	20.3	23.0	85.9	95.1
Backpacker (6X)	—	—	44.9	61.0
Bass Master (9X) A	63.7	62.7	304.0	296.3
Bicycling (9X)	90.5	108.4	267.0	299.2
Duck's Unlimited (6X)	—	—	58.3	46.0
Field & Stream	88.1	104.0	360.8	365.1
Fins & Feathers A	45.0	—	173.0	114.3
Fishing World	—	—	112.7	114.2
Florida Sportsman	128.9	125.0	546.6	499.9
Flying	38.2	48.6	140.4	169.5
Golf Digest	98.1	102.7	404.9	415.9
Golf Magazine	64.1	58.7	385.3	376.8

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 110)

(Continued from Page 109)

April

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
Gun Dog (6X)	—	—	58.8	46.4
Guns	30.0	25.0	111.0	85.0
Guns & Ammo	47.9	40.8	190.0	157.7
In-Fisherman (6X)	107.0	133.5	272.0	298.0
Muscle & Fitness	114.0	102.0	433.7	427.0
Outdoor Life	92.6	81.1	336.8	319.7
Outside	77.1	65.5	188.6	178.7
Petersen's Hunting	40.2	36.7	162.1	131.7
The Runner	38.3	61.2	123.0	144.2
Runner's World (13X)	42.5	44.1	126.3	139.2
Salt Water Sportsman	94.6	108.2	486.7	386.7
Shooting Times	27.5	27.4	55.8	119.4
Ski (8X) A	40.0	29.3	249.2	215.4
Skiing (7X)	—	—	170.6	203.3
Skin Diver	91.7	76.9	357.2	307.9
Sport	53.0	45.7	169.2	163.0
Sports Afield	72.3	92.6	321.4	349.7
Tennis	83.1	102.3	249.6	287.4
Waterski (8X)	57.0	49.0	102.0	49.0
Western Outdoors (10X)	46.1	68.3	226.3	202.9
Wildfowl (6X)	11.8	—	21.3	—
Windrider (7X)	26.0	36.0	26.0	36.0
World Tennis	33.8	48.8	38.8	138.4
Total Group	**2,032.3**	**2,069.0**	**8,059.6**	**7,831.8**
% change		**-1.8%**		**+2.9%**
— Photography —				
American Photographer	35.8	43.8	145.1	154.5
Petersen's Photographic	24.3	25.0	91.6	101.8
Popular Photography	63.4	89.9	254.4	355.7
Total Group	**123.5**	**158.7**	**491.1**	**612.0**
% change		**-22.2%**		**-19.8%**
— Religious —				
Christian Herald (11X)	28.8	28.8	121.7	121.7
Inside (4X)	95.8	82.9	95.8	82.9
Moody Monthly (11X)	39.0	57.8	194.9	222.3
Today's Christian Woman (6X)	—	—	52.1	77.6
Total Group	**125.0**	**169.5**	**464.5**	**504.5**
% change		**-26.2%**		**-8.0%**
— Science/electronic/mechanic —				
Discover	29.7	30.9	129.4	132.8
Family Computing	34.5	33.9	160.1	190.4
Info World (52X)	159.0	152.0	412.0	434.0
Omni	62.3	61.9	220.8	222.8
Popular Mechanics	95.7	104.0	362.0	371.3
Popular Science	94.2	84.8	303.6	262.4
Science Digest	43.5	21.5	54.7	106.2
Science 86 (10X)	21.1	25.0	71.4	98.9
Scientific American	36.7	56.0	131.0	186.6
Spectrum	86.6	99.8	373.0	429.2
Total Group	**633.3**	**669.8**	**2,218.0**	**2,434.6**
% change		**-5.4%**		**-8.9%**
— Women/fashion/service —				
Bride's Magazine (6X) A	—	—	798.7	713.6
Cosmopolitan A	209.0	210.0	759.0	723.0
Essence	114.3	74.6	324.4	301.9
Family Circle (17X) A	127.6	215.8	552.9	615.4
Family Magazine	57.2	40.7	175.2	147.7
Glamour	217.4	212.2	684.1	662.8
Good Housekeeping A	156.3	150.1	604.8	584.5
Harper's Bazaar	159.7	154.1	557.0	578.9
Health	36.5	35.5	154.5	147.6
Ladies' Home Journal	114.5	114.3	447.2	418.7
Mademoiselle	167.4	159.0	462.9	465.4
McCall's	88.9	94.1	350.8	358.0
Military Lifestyle (10X)	51.3	26.7	234.8	127.2
Modern Bride (6X)	—	—	710.2	703.7
Ms	38.7	52.7	148.5	189.4
New Woman	82.3	53.5	276.4	202.5
Parents A	96.8	93.1	344.9	347.3
Playgirl	36.0	30.8	150.0	134.2
Redbook	81.6	84.8	360.8	357.0
Self	97.8	126.1	357.5	393.8
Seventeen	118.9	132.8	417.4	459.8
Shape	72.5	64.1	275.2	235.3
Soap Opera Digest (26X)	26.2	29.3	82.2	93.9
'Teen Magazine	55.2	49.9	162.9	165.0
True Story A	46.0	43.6	192.6	173.9
Vogue	233.1	258.3	1,033.4	1,078.7
W Magazine	60.8	84.6	462.1	475.8
Weight Watchers	35.5	30.1	140.7	106.3
Woman's Day (16X) A	115.9	209.4	488.8	476.5
The Workbasket (10X)	27.7	32.5	150.0	163.0
Working Mother	68.2	72.3	261.6	281.0
Working Woman	118.7	114.5	395.0	394.1
Total Group	**2,826.1**	**2,840.1**	**12,027.7**	**11,799.4**
% change		**-0.5%**		**+1.9%**
— Youth —				
Boys' Life	12.9	12.3	86.2	65.0
Campus Life (10X)	29.3	35.6	185.2	211.3
Total Group	**42.2**	**47.9**	**271.4**	**276.3**
% change		**-11.9%**		**-1.8%**

March

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
— Business —				
Advantage	73.0	60.0	164.0	145.0
Arizona Bus. Gazette (52X)	41.5	37.3	100.0	88.6
Atlanta Bus. Chronicle (52X)	79.2	44.0	212.7	128.6
Austin Business Journal (52X)	48.9	45.8	142.9	152.1
Baltimore Business Journal	91.0	66.0	200.5	178.0
Barron's (52X)	232.1	202.1	549.1	547.5
Business Atlanta	62.8	76.5	158.9	170.8
Business First of Buffalo	80.9	66.4	178.8	164.3
Business First of Columbus	95.3	68.5	232.1	195.8
Business Journal/Sacramento	45.0	32.0	—	—
Business North Carolina	45.0	37.0	147.5	123.5
Business Week (52X) A	371.5	422.6	847.4	970.8
Business West	29.0	—	—	—
California Business	37.6	55.4	109.8	123.5
Capital Dist. Bus. Review (25X)	40.1	41.8	89.8	112.1
Cincinnati Business Courier	105.4	51.0	218.8	140.7
Corporate Report/Kansas City	37.5	55.6	102.3	153.7
Corporate Report/Minnesota	91.5	103.3	230.9	256.7
Crain's Chicago Bus. (52X)	173.0	140.0	437.0	396.0
Crain's Cleveland Bus. (52X)	64.1	75.8	163.8	207.8
Dun's Business Month	54.8	48.4	132.3	124.4
Financial World (24X)	49.2	38.0	134.6	99.6
Florida Trend (13X)	69.5	77.1	208.7	254.3
Forbes (26X)	256.1	347.7	631.6	744.9
Fortune (26X)	247.7	276.2	535.4	611.5
Frequent Flyer	65.3	67.9	168.6	161.8
Futures (13X)	48.8	54.0	134.0	149.6
Georgia Trend	39.9	—	139.4	—
Grand Rapids Bus. Journal	33.5	14.9	83.6	35.0
Hawaii Business	41.7	43.7	116.5	120.9
High Technology	24.5	31.8	53.2	94.8
Inc. Magazine A	80.9	115.5	214.0	266.3
Income Opportunities	66.7	55.8	145.6	124.9
Industry Week (25X) A	105.5	141.4	230.1	249.6
Indianapolis Bus. Journal (52X)	161.9	110.4	398.5	341.8
Kansas City Bus. Journal	133.4	131.4	329.3	382.0
Manhattan, inc.	70.8	28.7	180.9	78.6
Milwaukee Bus. Journal	126.9	160.0	335.0	360.0
Minnesota Bus. Journal	47.2	49.7	129.3	146.7
New England Bus. (20X) A	103.3	111.2	222.1	242.6
Pacific Bus. News (52X)	128.5	99.0	320.0	281.7
Philadelphia Bus. Journal (52X)	128.4	98.9	312.8	265.4
Pittsburgh Bus. Times (52X)	118.0	61.9	249.2	171.0
Regardie's	134.0	118.0	472.5	421.0
San Jose Bus. Journal	138.8	99.8	278.7	302.0
Savvy	31.8	43.0	78.3	104.0
South Florida Bus. Journal	118.8	78.8	330.3	226.0
St. Louis Bus. Journal (52X)	157.4	149.9	390.2	371.7
Texas Business	53.4	94.9	146.3	205.3
Venture	75.0	61.8	180.5	163.1
Total Group	**2,925.8**	**3,628.3**	**9,851.1**	**8,663.2**
% change		**-19.0%**		**+14.0%**
— National Sunday magazines —				
USA Weekend (52X) A	54.4	45.5	163.0	159.9
Total Group	**54.4**	**45.5**	**163.0**	**159.9**
% change		**+20.0%**		**+1.9%**
— Newspaper Sunday magazines* —				
Boston Globe	267.7	247.7	596.5	540.3
Chicago Tribune	132.0	168.8	255.2	253.5
Cleveland Plain Dealer	69.7	58.3	114.4	119.7
Columbus Dispatch	60.7	66.9	103.6	121.5
Denver Post	50.0	32.6	172.1	164.5
Detroit News	103.0	102.0	239.0	219.0
L.A. Times Magazine	67.3	60.5	174.3	176.2
Louisville Courier-Journal	188.6	198.0	292.5	298.8
Miami Herald	68.8	56.7	136.5	132.3
New York Times Magazine	535.6	641.5	932.0	1,074.6
San Francisco Image	79.2	98.8	171.3	147.6
Seattle Times	68.0	59.0	133.0	110.0
Toledo Blade Magazine	48.2	39.5	113.4	94.4
Washington Post	161.0	165.6	394.5	306.2
Total Group	**1,202.3**	**1,638.5**	**2,244.8**	**3,164.1**
% change		**-27.0%**		**-29.0%**
— Weeklies/bi-weeklies —				
The Advocate (26X)	127.2	94.7	363.2	258.0
Army Times Military Group				
Air Force Times (52X)	206.8	146.3	504.7	414.0
Army Times (52X)	193.2	143.5	470.8	402.3
Navy Times (52X)	221.9	156.6	543.1	447.0
The Blood-Horse (52X)	432.5	499.7	1,296.5	1,466.7
Capper's Weekly (26X)	25.9	25.9	86.3	91.9
Commonweal (22X)	13.1	8.5	32.0	23.2
Golf World (43X)	87.0	81.7	247.5	256.6
Grit (52X) A	25.7	22.5	74.3	70.6
National Journal (50X)	71.5	61.0	139.7	136.0
National Review (25X)	32.3	27.8	86.4	60.5
New Republic (48X)	38.1	32.9	97.4	71.6
New York Magazine (50X)	246.5	236.1	576.9	574.0
New Yorker (52X)	238.4	317.5	528.5	691.3
Newsweek (52X) A	236.6	212.5	569.6	558.2
People (52X)	324.9	281.2	737.4	717.8
Rolling Stone (25X)	125.5	110.1	280.4	240.6
Sporting News (52X)	45.6	36.4	163.8	90.6
Sports Illustrated (52X) A	995.9	187.8	632.0	575.3
Time (52X) A	233.6	213.7	578.8	605.1
TV Guide (52X) A	334.9	351.4	1,019.3	1,061.9
TV Update (52X) C	2,588.0	2,596.0	7,532.0	6,863.0
Us Magazine (26X)	34.2	26.1	122.0	67.1
U.S. News & World Report (52X) A	153.4	143.1	359.5	367.9
Total Group	**6,232.7**	**6,013.0**	**17,052.1**	**16,108.2**
% change		**+3.7%**		**+7.7%**
— Foreign —				
Cosmopolitan Foreign Editions:				
Australia	61.1	36.8	155.4	131.8
Brazil	84.7	40.0	180.9	114.5
France	105.0	127.7	114.5	239.2
Germany	96.5	107.7	217.7	214.7
Great Britain	100.0	96.5	214.5	225.0
Greece	30.0	52.0	95.0	203.3
Holland	64.0	47.8	121.0	124.3
Italy	104.3	61.6	162.5	185.6
Japan	36.0	26.0	162.1	77.0
Cosmopolitan en Espanol:				
Central America	2.3	0.3	6.7	2.3
Colombia	4.5	5.3	17.0	13.3
Mexico	24.2	34.5	46.8	67.7
Peru	—	—	—	2.0
Puerto Rico	3.5	20.0	14.7	52.0
U.S. (Spanish language)	32.5	18.5	62.2	57.2
Venezuela	12.3	13.8	31.7	39.3
Good Housekeeping Foreign Editions:				
Australia	26.2	18.7	78.7	93.7
Great Britain	121.4	124.8	290.6	252.8
Japan	64.3	61.8	159.2	109.3
Buenhogar:				
Central America	—	1.0	2.0	3.0
Chile	1.0	3.0	3.0	5.0
Colombia	23.2	27.0	54.3	59.0
Ecuador	7.0	12.0	25.0	29.0
Mexico	19.3	38.3	48.0	79.5
Peru	3.0	6.0	9.0	15.5
Puerto Rico	8.0	9.0	22.0	19.5
Venezuela	17.3	19.0	48.0	53.5
Geomundo:				
Central America	2.0	3.5	7.0	12.5
Chile	2.0	5.5	7.0	12.5
Colombia	4.0	8.0	16.3	20.5
Ecuador	2.0	2.0	6.0	7.0
Mexico	7.5	4.5	12.5	16.0
Peru	2.0	3.5	5.0	14.5
Puerto Rico	—	4.5	3.0	4.0
Venezuela	13.0	5.0	26.0	26.0
Hombre De Mundo:				
Central America	6.0	2.0	17.0	11.0
Chile	5.0	5.0	14.0	11.0
Ecuador	3.0	3.0	12.0	11.0
Mexico	7.0	7.0	15.0	19.0
Peru	3.0	3.0	9.0	8.0
Puerto Rico	4.0	5.0	10.0	9.0
Venezuela	12.0	10.0	35.0	32.0
Ideas Para Su Hogar:				
Colombia	5.0	7.0	20.7	20.0
Ecuador	3.0	4.0	4.0	10.0
Mexico	1.0	2.2	3.0	10.8
Peru	1.0	2.5	3.0	4.5
Puerto Rico	—	2.0	—	3.0
Venezuela	6.5	14.5	20.5	32.5
Mecanica Popular				
Argentina	3.3	3.2	7.0	9.5
Central America	9.7	10.5	25.3	32.7
Chile	5.0	5.5	14.3	14.2
Colombia	10.5	12.0	41.2	34.0
Mexico	9.5	10.7	23.7	31.0
Peru	9.5	12.0	24.8	37.7
Puerto Rico	8.2	11.5	20.3	35.5
Venezuela	9.0	13.7	26.3	36.5
Vanidades Continental				
Central America	6.5	2.8	21.5	14.2
Chile	2.3	2.3	7.0	8.0
Colombia	34.0	48.7	85.2	103.3
Ecuador	10.0	14.7	36.0	40.0
Mexico	42.7	56.3	98.2	117.8
Peru	3.0	7.7	15.3	25.0
Puerto Rico	19.3	21.7	57.7	78.5
U.S.	43.3	30.7	102.0	94.0
Venezuela	30.3	35.8	75.2	95.8
International Communications:				
African Business	24.8	41.3	102.3	92.6
New African	27.2	10.2	73.0	62.1
The Middle East	10.3	24.8	37.4	68.9
International Management:				
Europe	49.0	47.2	108.3	116.8
Middle East	10.2	17.5	24.7	61.5
Johnston International:				
Alam Attijarat	46.7	48.7	95.6	139.0
Modern Africa (6X)	15.8	11.3	29.1	23.7
Modern Asia (11X)	35.5	21.7	71.0	73.6
Newsweek International A.:				
Atlantic (52X)	88.5	57.4	194.2	165.6
Latin America (52X)	32.9	17.0	74.9	44.6
Pacific (52X)	60.3	47.7	147.7	131.3
Progreso (9X)	6.2	9.3	12.2	24.6
Reader's Digest:				
Arabic	6.5	8.0	12.5	30.0
Asian	139.5	135.5	736.8	495.5
Australian	75.3	66.0	155.6	154.8
Belgian-Flemish	79.5	98.0	154.0	178.5
Belgian-French	53.5	68.0	108.5	133.5
British	42.9	38.9	124.5	120.7
Chinese B	52.0	50.5	290.5	308.0
Danish	28.5	35.8	79.0	88.6
Dutch	26.8	43.0	73.1	108.0
Finnish	49.8	44.0	109.8	81.8
French	14.0	44.3	46.0	126.0
German	71.6	67.2	179.5	185.1
Iberian	—	4.5	0.5	23.5
Indian-English	91.5	104.0	267.0	305.5
Indian-Hindi	14.5	8.5	34.5	29.5
Italian	31.0	33.0	94.0	85.5
Korean	24.3	24.0	77.1	70.5
Latin American:				
Argentina	10.0	14.0	25.5	52.0
Brazil	2.0	4.5	14.0	10.0
Central America	6.0	8.0	13.0	23.0
Chile	7.0	5.5	28.5	27.5
Colombia	2.0	24.0	42.0	59.0
Ecuador	4.0	7.0	14.0	21.0
Mexico	47.6	33.6	99.8	70.6
Peru	6.0	8.0	19.0	26.0
Puerto Rico	4.0	6.0	13.0	14.0
U.P.I.	3.0	5.0	14.0	18.0
U.S. Spanish	7.5	10.5	16.0	24.5
Venezuela	31.0	26.5	76.8	59.5
New Zealand	45.0	48.0	170.0	130.5
Norwegian	10.5	21.5	17.0	44.0
South African	65.0	86.5	198.5	234.5
Swedish	19.5	16.5	42.0	38.0
Swiss-French	29.0	34.0	64.0	59.6
Swiss-German	38.0	46.0	87.0	96.1
Time International:				
Time-Asia	66.3	100.4	165.6	194.2
Time-Atlantic	132.0	102.2	225.2	241.0
Time-Canada	209.0	196.7	482.7	439.3
Time-Latin America	59.9	26.1	122.2	79.7
Time-South Pacific	95.9	124.6	205.8	284.2
Visao (52X)	122.2	113.2	391.5	310.4
Vision/Latin America (26X) A.	24.2	20.0	55.7	50.3
Total Group	**2,435.2**	**2,712.8**	**7,790.6**	**7,620.2**
% change		**-10.0%**		**+2.0%**

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AA photo by Mary Hershey

Jack Connors (l.) and George (Jay) Hill III (c.) of Hill, Holliday, Connors, Cosmopulos, accept award as Agency of the Year for 1985 from Rance Crain, editor-in-chief of Advertising Age, at the first annual Ad Age Awards Dinner in Chicago last week. *(Other photos on Page 88.)*

HHCC tops at AA awards fete

Chicago—Clutching his award statuette and admittedly at a loss for words, George (Jay) Hill III, chairman of Hill, Holliday, Connors, Cosmopulos said he was "deeply honored and astonished" to be receiving the Agency of the Year award at last week's first Advertising Age Awards Dinner here.

The event was sponsored by Advertising Age as a benefit for the Museum of Broadcast Communications, a not-for-profit organization established to collect, preserve, interpret and exhibit historic documentation from the fields of radio, tv and broadcast advertising. Arthur C. Nielsen Jr., chairman of A.C. Nielsen Co., chairs the museum's board of directors.

Boston-based HHCC was selected from among three previously announced finalists for the award, which Advertising Age editor-in-chief Rance Crain said honors "major creative initiative" by an advertising agency. This year's other finalists for the Agency of the Year award were Foote, Cone & Belding, headquartered in Chicago, and Levine, Huntley, Schmidt & Beaver, New York.

Appropriately, the more than 500 agency and client-company executives attending the April 22 dinner gave one of the largest

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Biggest global agency: DDB-Needham-BBDO

By STEWART ALTER

New York—Doyle Dane Bernbach Group, Needham Harper Worldwide and BBDO International were expected last week to agree to create a new agency holding company that immediately would become the biggest in the world, with billings of more than $5 billion and gross worldwide income of $736 million.

The new group would replace Interpublic Group of Cos., with its $4.7 billion in billings and worldwide gross income of $707 million, as the largest agency holding company. BBDO is the sixth largest U.S.-based agency in the world with $2.5 billion in billings, while DDB is 12th at $1.7 billion and Needham is 16th at $847 million.

It is expected that the holding company would be used to circumvent major account conflicts that would have prevented an outright merger. DDB handles Volkswagen, while Needham handles Honda and BBDO is the agency for Dodge. Needham also has Anheuser-Busch business, while BBDO is agency of record for Stroh Brewery Co.

Sources said late April 25 that the three agencies were preparing an announcement on the new holding company. The agencies had no comment at press time.

The billion dollar French advertising/communications giant Havas is for sale. See Page 3.

DDB's overture to Needham was the second time they have taken a pass at each other in recent months (AA, Sept. 2). DDB's IBM Corp. account no longer is a conflict as it was then, now that the $40 million Xerox Corp. account left Needham, taking away with it a quarter of Needham's New York billings.

Needham, which has been looking for ways to ex-

(Continued on Page 94)

Spirit-based cooler from Seagram

By PATRICIA WINTERS

New York—Joseph E. Seagram & Sons is expected to introduce a line of spirit-based coolers with a name and packaging similar to the new Seagram's Golden Wine Cooler it unveiled April 25 *(see related story on Page 98)*.

Seagram is presenting its new spirit-based Seagram's Golden Spirits line to the trade in some Midwest and Florida markets for a probable summer introduction (AA, March 24).

It is not known whether the line

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Last Minute News

Armour account returns to BJK&E

Ballwin, Mo.—ConAgra's Armour Frozen Foods unit has shifted its $15 million Dinner Classics and Classic Light account to Bozell, Jacobs, Kenyon & Eckhardt, Dallas, from Fallon McElligott Rice, Minneapolis. FMR gained the account from BJK&E last September after a review (AA, Sept. 9, *et seq.*). BJK&E's Dallas office also handles Armour's $10 million processed meats account. In addition, BJK&E's Chicago office has won the multi-million-dollar corporate account of Gould Inc., Rolling Meadows, Ill. The agency's Boston office got the $2 million account for Gould's Industrial Automation Systems Group. Both accounts previously were at Hill, Holliday, Connors, Cosmopulos, Boston.

Hicks & Greist adds $13M after losing $5M

New York—Hicks & Greist says nine new accounts and new assignments from current clients added during the first quarter topped $13 million in ad and pr billings, offsetting a loss of three accounts billing $5 million. New clients included Gaseteria, a chain of 50 budget-price gas stations (a first-time advertiser), while new assignments included Coty's Lady Stetson and Pfizer's Bonine motion-sickness tablets.

CPC backs Hellman's Light with $30M campaign

Englewood Cliffs, N.J.—CPC International will back its June introduction of Hellman's/Best Foods Light mayonnaise with a $30 million net-

(Continued on Page 8)

RJR sets up media buy unit

By WILLIAM F. GLOEDE

New York—Ohlmeyer Communications Cos., a joint venture between Don Ohlmeyer and Winston-Salem, N.C.-based RJR Nabisco, has consolidated all of RJR Nabisco's national broadcast-media buying under a new unit to be headed by 28-year-old Peter Chrisanthopoulos.

Called RJR Nabisco Broadcast, the new unit of Ohlmeyer will handle $175 million in RJR Nabisco national broadcast billings, including network tv, broadcast syndication and cable. These billings were previously at Ohlmeyer Advertising, one of the five Ohlmeyer Communications operating divisions. Lowe Marschalk continues to handle an estimated $47 million in spot tv for brands that had been under the R.J. Reynolds Industries banner before its merger with Nabisco.

The creation of RJR Nabisco Broadcast represents a continuation of a trend that threatens the traditional agency-client relationship and the 15% commission. Ohlmeyer reportedly is taking a 3% commission on everything it buys on behalf of RJR Nabisco, leaving the affected brand agencies with 12%. Ohlmeyer declined comment on its commission rate.

"Many major advertisers—P&G/Richardson-Vicks, General Foods, RJR Nabisco, Bristol-Myers—now have internal media capabilities that effectively make them competitive to their agencies, and this is another one of those kind of things," said one agency executive who would not speak for attribution.

An analysis performed by the Newspaper Advertising Bureau indicates that P&G, Philip Morris Cos. and RJR Nabisco now account for 10% of all national advertising spending in the U.S.

Mr. Chrisanthopoulos, who

(Continued on Page 98)

Theft, bribe cases surface at Ayer

By STEVEN W. COLFORD and CRAIG REISS

New York—John Bidus, a creative executive at N W Ayer since 1959, pleaded guilty last week to soliciting and receiving $60,000 in kickbacks from a production company in exchange for work on U.S. Army recruiting films that he produced.

The Bidus case was just part of a bad week for Ayer. The agency confirmed April 25 it has pressed embezzlement charges against two former clerks in its accounts payable department.

The size of the loss was not disclosed, but unconfirmed reports placed it at $230,000.

The Bidus case may become more significant if it is seized upon by congressional leaders who, before this case broke, already were moving to open an investigation into the way the military services award their ad contracts.

Mr. Bidus, 58, was fired April 21 from his vp-creative supervisor post after he told Ayer management he had been arrested Dec. 19 for allegedly having accepted $2,000 in marked bills from a supplier.

The money allegedly was forwarded by Sol Leyton, president of

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NEWSPAPER

CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
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WASHINGTON DC 20014

HIGHLIGHTS

Ohlmeyer forms RJR unit 1
Ohlmeyer Communications Cos., a joint venture between Don Ohlmeyer and RJR Nabisco, has consolidated all RJR Nabisco's national broadcast-media buying under a new unit called RJR Nabisco Broadcast. It will handle $175 million in RJR Nabisco national broadcast billings, including network tv, broadcast syndication and cable.

Coolers get spirited 1
Joseph E. Seagram & Sons is expected to introduce a line of spirit-based coolers with a name and packaging similar to its new Seagram's Golden Wine Cooler. Seagram is presenting its new spirit-based Seagram's Golden Spirits line to the trade in some Midwest and Florida markets for a probable summer introduction.

Ibuprofens unchained 3
A flood of new pain killers from big drug advertisers and generic houses is expected to hit the market this fall after American Home Products and Bristol-Myers lose their U.S. marketing exclusivities for over-the-counter ibuprofen-based analgesics.

U.S. car market in for shock 3
Car marketers from Romania, Greece, Taiwan, Spain, Czechoslovakia, Russia—and the only automobile manufacturer in Japan that has not yet entered the U.S.—are planning an early assault on the U.S. market. By 1990, the total number of players, including domestics and joint-venture companies, could be nearly 50. They could change the U.S. marketing environment.

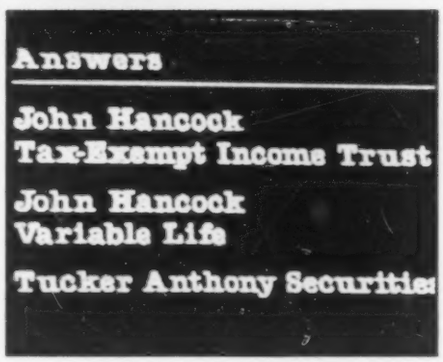
Houston boom busting 6
Why are Houston marketers pessimistic? Oilpatch layoffs helped push the February unemployment rate to 9.6%. Analysts expect the jobless rate to reach 12% by summer as crude oil prices remain volatile. Retail sales are flat, but foreclosures on commercial and residential property aren't; they're running about 80% ahead of last year. Hotel occupancy has dropped to 52%, from 71% in 1980.

Nationwide under scrutiny 12
The U.S. Justice Department by yearend is expected to complete an initial investigation of Nationwide Advertising Service, the nation's largest recruitment agency, after allegations that it selectively overbilled clients for help-wanted ads.

Coke bottler faces suit 27
Co-op advertising exclusivities are at the center of an antitrust suit filed against Coca-Cola Bottling of Memphis. The suit was filed in Memphis last month by Mid-South Beverages, bottler of Pepsi-Cola and other soft drinks.

Putting a brand on clothes 28
Coca-Cola Co.'s decision last year to hang its brand name on casual clothes has prompted other national brand marketers to do the same, suggesting a trend toward product-as-personality.

Thinking big in Boston 36
There aren't too many rules about creating ads at Hill, Holliday, Connors, Cosmopulos. In place of rules, they have enthusiasm and excitement. And there's not too much politics or turf-protection either. And there's no regional, small-time self-image; business feistiness is the counterpart to its internal enthusiasm. Thinking big, and as a result, creating provocative advertising that breaks through the present clutter of production-value slickness by being for and about real people has led the editors of Advertising Age to name HHCC Agency of the Year for 1985. *See subsequent pages for other AA award winners.*



INTERNATIONAL

Detente for marketing? 62
The Soviet Union is making what may be its first serious effort to learn Western marketing techniques. The U.S.S.R., a huge consumer market with no sophisticated advertising industry, and the American Management Assn.'s European division are talking about conducting marketing seminars to bring Soviet managers together with their Western counterparts.

Meet me in Vancouver 63
Organizers of Expo 86, a billion-dollar world's fair extravaganza in Vancouver, are hoping aggressive advertising and high-power corporate sponsorship will help it avoid the financial disasters that befell previous fairs in Knoxville and New Orleans. So far, big-name advertisers such as McDonald's International, Coca-Cola Ltd. and General Motors have signed on. In total, corporate sponsors plan to spend more than $57 million promoting their participation in the fair.

OTHER NEWS

The "Cheerios Kid" is about to join the list of past advertising "spokescharacters" making a comeback. General Mills this fall is bringing back the "Kid," an animated youngster with bulging O's for muscles who last represented Cheerios in the 1950s, hoping to put some punch back in sales. Page 12.

The U.S. Supreme Court has declined to hear a case that might have erased many of the restrictions that some state bar associations impose on lawyer tv advertising. Page 27.

Citizen Watch Co. of America April 26 broke its biggest U.S. campaign, a $15 million effort that will appear in an unusual arena for wristwatches: ABC-TV's "Wide World of Sports 25th Anniversary Special." Page 68.

Citicorp Diners Club's Carte Blanche hopes to gain a little respect in its industry with a $2 million campaign, its first in more than five years. Page 71.

Dole Food Co., seeking to unify its marketing voice, named William Esty Co., New York, to handle its $25 million-plus account. The account had been split between Allen & Dorward and J. Walter Thompson USA.

Gillette Co. will expand its presence in the $3.5 billion haircare market with the national introduction in August of an upscale line of hair-styling aids under the Mink Difference hair plan name. Page 81.

After Six Inc., the world's largest men's formalwear company, is about to send out invitations to scores of companies in hopes of entering more than 20 product categories through licensing. Page 85.

The Supreme Court last week left only a slight opening for nonprofit publishers to escape paying taxes on advertising revenues, but Congress may slam the door shut later this year. The justices unanimously ordered the tax-exempt American College of Physicians, Philadelphia, to pay taxes on ad revenue generated by its monthly magazine. Page 93.

SPECIAL REPORT

Formats are blending as grocery retailers strive to provide warehouse-style dry groceries next to upscale perishables. Special Report profiles the leading marketers and how they are finding success in the traditionally conservative supermarket industry.

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O'Rielly out at McCann in N.Y.

By STEWART ALTER

McCann-Erickson/New York's sudden dismissal last week of Curvin O'Rielly after only eight months as exec vp-creative director here was not as unexpected within as it was a surprise to outsiders.

"I had an inclination something was coming, but I didn't know what," Mr. O'Rielly said after getting word April 23 of the agency's decision. The "tone of the relationship. . .the general feeling" had changed, he added.

No successor has been named yet, and Mr. O'Rielly said he has no present plans, other than to stay on the East Coast.

Mr. O'Rielly described his departure as coming because "basically

(Continued on Page 96)

Is Coke's No. 1 claim real thing?

By JERRY SCHWARTZ and NANCY GIGES

Atlanta—With Pepsi-Cola USA crying foul, Coca-Cola Co. said last week its boast that Coke Classic is back on top of the cola market is based not on sales but consumer research.

A Coca-Cola spokesman said internal research, conducted in March, had asked consumers "What did you drink yesterday?" When Coca-Cola president Donald Keough proclaimed Coke Classic is "once again the No. 1 cola in America" at the company's annual meeting (AA, April 21), he was basing the claim only on that query, not on share of market or sales.

Purchase, N.Y.-based Pepsi

(Continued on Page 98)

West Coast news

Cal. stops new tax on production

A sales tax that would have hit California's tv commercial production companies was rejected 4-to-1 by the California state board of equalization last week. Had the board ratified the proposal, producers of commercials and industrial and education films would have been reclassified as "retailers" and made subject to a 6.5% tax (AA, Feb. 24). A consortium of advertising trade groups had warned that the tax would cripple the state's important commercial pro-

(Continued on Page 96)

Otc ibuprofen leads the charge

New pain relievers abound

By NANCY GIGES

NEW YORK—A flood of new pain killers from big drug advertisers and generic houses is expected to hit the market this fall after American Home Products and Bristol-Myers lose their U.S. marketing exclusivities for over-the-counter ibuprofen-based analgesics.

Depending on each company's objectives, the introductions by major advertisers could be supported by spending exceeding $20 million for each brand, putting more pressure on acetaminophen-based Johnson & Johnson's Tylenol, still recovering from the decision to withdraw Tylenol capsules after a tampering incident (AA, Feb. 17, *et seq.*).

J&J, New Brunswick, N.J., already the market leader in the $1.7 billion analgesic category with Tylenol, has received approval from the Food & Drug Administration to sell an ibuprofen analgesic that would compete directly with AHP's Advil and B-M's Nuprin.

A J&J spokeswoman said if the company's McNeil Consumer Products Co. enters the market, the product would be called Medipren. She said no decision has been made whether to proceed after Sept. 24, when the exclusivity protection expires. The product has not been assigned to an agency, she said.

Other companies whose names have been mentioned as entering the fray include Sterling Drug, marketer of Bayer aspirin and Panadol acetaminophen, and Chattem, whose Pamprin and Premensyn PMS menstrual relief products have been hurt by directly competitive ad claims of the ibuprofen products. Neither company would comment on its plans.

The market also is expected to be bombarded by three increasingly aggressive generic drug houses, Bolar, Par Pharmaceuticals and Zenith Laboratories. These companies, which sell unadvertised drugs primarily on price, have become more sophisticated in their marketing practices and better accepted by the medical community, and thus by consumers.

The big losers are expected to be the aspirin brands, Sterling's Bayer, AHP's Anacin and B-M's Bufferin and Excedrin. Their market shares have been eroding since acetaminophen-based products and the newer ibuprofen ones have begun replacing aspirin as the ingredient of choice among consumers.

AHP and B-M, both New York-based, have had the otc ibuprofen segment of the market to themselves since the ingredient was approved for sale without prescription in 1984. AHP's Advil has captured 6% of the total analgesic market, while B-M's Nuprin has gained 2.5%.

Of the two ibuprofen-based products now

(Continued on Page 96)

ANPA vows action on advertiser needs

By WILLIAM F. GLOEDE

SAN FRANCISCO—The nation's newspapers appear poised for a new era of cooperation with advertisers, especially those placing business nationally.

As the American Newspaper Publishers Assn. celebrated its 100th year at its annual convention here April 19 to 23, its members wrestled with the future of the nation's largest advertising medium and its place in the media world of the 1990s.

Newspapers raked in $25 billion in ad revenues last year, outpacing tv, the No. 2 medium, by more than $4 billion.

A series of committees, acting under an umbrella group called the Future of Advertising Project, which is jointly sponsored by the ANPA and Newspaper Advertising Bureau, delivered their first reports since their formation last year.

"Even though many present conditions are quite positive, ever since the advent of television we have been slowly losing advertising market share and circulation penetration in many cities," said W. Thomas Johnson, publisher-ceo of Times Mirror Co.'s *Los Angeles Times* and the outgoing chairman of the NAB board.

"If we are to remain the nation's No. 1 advertising medium and if we are determined to improve our share of market, we simply must respond more aggressively and more creatively to the changing needs of our readers and our advertisers," Mr. Johnson said.

Separately, the NAB board last week elected Frank Daniels Jr., president-publisher of the *Raleigh* (N.C.) *News & Observer and Times*,

(Continued on Page 97)

World News Roundup

GENEVA—Ted Turner's Friendship Games will not be broadcast in Western Europe by members of the European Broadcast Union. The cartel of public-service stations said last week it would be too expensive for it to broadcast the sports meet being held this summer in Moscow.

COLOGNE—Lufthansa Airlines awarded McCann-Erickson, Frankfurt, its new $7 million account touting service improvements. McCann also handles the airline's international account.

MONTREAL—Imperial Tobacco Ltd., Canada's leading cigaret company, instructed its 3,000 employes to boycott Air Canada in retaliation for the airline's experimental smoking ban on some flights.

JOHANNESBURG—The South African Tourism Board picked Ogilvy & Mather, Rightford Searle-Tripp & Makin to handle its $10 million account. KMP Compton previously handled.

LONDON—Colgate-Palmolive Co. is ending U.K. production of its Snuggles disposable diapers, a former market leader here. Procter & Gamble's Pampers and the French company Peaudouce now hold 60% of the market.

HONG KONG—Wendy's International's only restaurant here closed due to fierce competition from other fast-food chains. When the

(Continued on Page 64)

Expanded World News—P. 64

French eye sale of Havas

By CLAIRE WILSON

PARIS—Havas, the government-controlled communications giant, is up for sale as part of a massive denationalization program by France's recently elected conservative legislature.

Sources said the sale, expected to be completed by the end of the year, will dramatically alter the French advertising scene by bringing to an end Havas' long-standing domination of the industry.

"Without the support of the government and the advantages it means for Havas, they cannot possibly maintain the enormous share of the advertising market they currently control," said a former Havas employe.

The former employe added that

(Continued on Page 97)

U.S. car market set for invasion

Players could reach 50

By RAYMOND SERAFIN

Car marketers from Romania, Greece, Taiwan, Spain, Czechoslovakia, Russia—and the only automobile manufacturer in Japan that has not yet entered the U.S.—are planning an early assault on the U.S. market.

Industry reports suggest up to 10 additional foreign-car companies could make their U.S. debut by 1990, bringing the total number of players, including domestics and joint-venture companies, to nearly 50.

The impact also could change the U.S. marketing environment.

Many marketers are redoubling their efforts to identify niches. Size, function and style will be as important as price in future niche marketing, sources believe. Some of the new marketers will aim at established-but-growing segments, such as utility trucks, two-seaters and sporty sedans, while others hope to create a demand for products as exotic as a $50,000 off-road vehicle.

"Eighteen months ago we were all saying that the industry was going from 25 to 12 companies in the world," said Gerald Greenwald, chairman of Chrysler Motors, the automotive operations group of Chrysler Corp. "Either we're going to get more competitiv. and there aren't going to be 50, or this is going to be a car market that looks dizzy."

Fierce competition in their home markets forces many foreign-based companies already here to rely on U.S. profits to fuel their research and development.

Japanese auto companies earned three-fourths of their 1984 worldwide profits in the U.S., said C.L. King, senior vp-sales for Nissan Motor Corp. USA, Carson, Cal.

New marketers are finding that existing dealers are lining up for franchises. "Most dealers are in an expansionist mood," said a spokesman for the National Automobile Dealers Assn. "They're interested in broadening their economic base and appealing to more

(Continued on Page 66)